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Annual Inquiry and Complaint Summary—1990

Council of Better Business Bureaus

COUNCIL OF BETTER BUSINESS BUREAUS
ANNUAL INQUIRY AND COMPLAINT SUMMARY - 1990

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The Council of Better Business Bureaus (CBBB) promotes ethical standards of business practices and protects consumers through voluntary self-regulation and monitoring activities. The CBBB is supported through the membership of private business; it is not a government agency and is not supported by tax dollars.

CBBB members include major businesses, and more than 175 Better Business Bureaus in the United States (17 in Canada) which are supported by nearly 250,000 businesses nationwide. Programs include a self-regulatory mechanism to foster truth and accuracy in advertising; a mediation/arbitration service for resolving consumer-business disputes; an advisory service that sets standards for charitable organizations and distributes information on the programs, fund raising practices and finances of thousands of soliciting organizations; consumer information services and voluntary industry guidelines for advertising and selling products and services.

For more information contact the Public Affairs Department, CBBB, 4200 Wilson Boulevard, Arlington, VA 22203, (703) 276-0100.

The Better Business Bureaus (BBBs) in the United States handled nearly 10.7 million consumer inquiries and complaints in 1990. Estimated from a statistically significant sampling of data* from local BBBs, the types and numbers of contacts were:

Most requests, about 7 in 10, were pre-purchase inquiries from consumers: 5.1 million inquirers sought to "checkout" the reliability of individual companies before making purchases or investments; others sought general counseling or BBB consumer education literature.

Consumer complaints include both formal complaints presented to companies for response and/or adjustment and other complaints handled through: counseling, referral to other appropriate agencies when the inquiry is outside the BBB's purview, or referral to a company for first consideration in cases where the consumer has not told management of the complaint.

This report notes the major inquiry and complaint categories by type of business and includes numbers of inquiries and presented complaints. It also indicates percent of total activity each category represents, and the complaint settlement indices. The settlement indices in 1990 ranged from a high of 100.0% to a low of 16.4%. The overall settlement index for all presented complaints in 1990 was 68.4%.

In order to provide more detailed information on marketplace activity, this year's report greatly expands the specific types of businesses reported on, from 145 to 327.

In addition to complaints listed in this report, the BBB system assisted more than 85,000 consumers with automobile complaints through BBB AUTO LINE. This program helps automobile manufacturers improve customer relations by providing mediation and arbitration services to resolve consumer complaints.

*Figures are based on data projected from 105 BBBs covering 75.6% of the total population served by the BBB system.

Table 1

BUSINESS GROUPS RANKED BY INQUIRIES

	TOTAL REPORTS REQUESTED (PROJECTED)	RANK INQUIRIES	PERCENT OF ACTIVITY	TOTAL COMPLAINTS PRESENTED (PROJECTED)	RANK COMPLAINTS	PERCENT OF ACTIVITY
HOME IMPROVEMENT/REMODELING COMPANIES	735,030	1	14.31	33,140	1	11.69
SERVICE FIRMS (EXCEPT AUTO)	495,060	2	9.64	30,690	2	10.83
FINANCIAL SERVICES	341,600	3	6.65	8,040	6	2.84
FRANCHISE AND BUSINESS OPPORTUNITIES	214,090	4	4.17	2,390	17	0.84
ORDERED PRODUCT SALES	194,570	5	3.79	29,840	3	10.53
CREDIT/CREDIT SERVICES	179,150	6	3.49	6,680	9	2.36
AUTO REPAIRS AND SERVICES	167,950	7	3.27	17,290	5	6.10
EDUCATIONAL INSTITUTIONS/SCHOOLS	161,280	8	3.14	1,100	18	0.39
TRAVEL/VACATION RELATED SERVICES	160,320	9	3.12	7,380	7	2.60
VEHICLE DEALERS	144,040	10	2.80	18,230	4	6.43
SOLICITING/CHARITABLE/MEMBERSHIP ORGANIZATIONS	142,240	11	2.77	1,040	20	0.37
INSURANCE	113,510	12	2.21	3,020	15	1.07
REAL ESTATE SALES AND SERVICES	99,160	13	1.93	5,830	11	2.06
PERSONAL AND PROFESSIONAL SERVICES	91,220	14	1.78	6,730	8	2.37
HEALTH AND MEDICAL	84,130	15	1.64	6,380	10	2.25
HOME BUILDERS AND MANUFACTURERS	68,930	16	1.34	3,620	14	1.28
DIRECT IN-HOME SALES	67,120	17	1.31	4,060	12	1.43
BUSINESS SERVICES	57,620	18	1.12	1,060	19	0.37
MANUFACTURERS AND WHOLESALERS	40,500	19	0.79	3,740	13	1.32
FOOD SALES AND SERVICES	36,260	20	0.71	2,400	16	0.85
COUPON BOOK PROMOTIONS	9,950	21	0.19	300	21	0.11

Table II

BUSINESS GROUPS RANKED BY COMPLAINTS

	TOTAL COMPLAINTS PRESENTED (PROJECTED)	RANK COMPLAINTS	PERCENT OF ACTIVITY	TOTAL REPORTS REQUESTED (PROJECTED)	RANK INQUIRIES	PERCENT OF ACTIVITY
HOME IMPROVEMENT/REMODELING COMPANIES	33,140	1	11.69	735,030	1	14.31
SERVICE FIRMS (EXCEPT AUTO)	30,690	2	10.83	495,060	2	9.64
ORDERED PRODUCT SALES	29,840	3	10.53	194,570	5	3.79
VEHICLE DEALERS	18,230	4	6.43	144,040	10	2.80
AUTO REPAIRS AND SERVICES	17,290	5	6.10	167,950	7	3.27
FINANCIAL SERVICES	8,040	6	2.84	341,600	3	6.65
TRAVEL/VACATION RELATED SERVICES	7,380	7	2.60	160,320	9	3.12
PERSONAL AND PROFESSIONAL SERVICES	6,730	8	2.37	91,220	14	1.78
CREDIT/CREDIT SERVICES	6,680	9	2.36	179,150	6	3.49
HEALTH AND MEDICAL	6,380	10	2.25	84,130	15	1.64
REAL ESTATE SALES AND SERVICES	5,830	11	2.06	99,160	13	1.93
DIRECT IN-HOME SALES	4,060	12	1.43	67,120	17	1.31
MANUFACTURERS AND WHOLESALERS	3,740	13	1.32	40,500	19	0.79
HOME BUILDERS AND MANUFACTURERS	3,620	14	1.28	68,930	16	1.34
INSURANCE	3,020	15	1.07	113,510	12	2.21
FOOD SALES AND SERVICES	2,400	16	0.85	36,260	20	0.71
FRANCHISE AND BUSINESS OPPORTUNITIES	2,390	17	0.84	214,090	4	4.17
EDUCATIONAL INSTITUTIONS/SCHOOLS	1,100	18	0.39	161,280	8	3.14
BUSINESS SERVICES	1,060	19	0.37	57,620	18	1.12
SOLICITING/CHARITABLE/MEMBERSHIP ORGANIZATIONS	1,040	20	0.37	142,240	11	2.77
COUPON BOOK PROMOTIONS	300	21	0.11	9,950	21	0.19

HOME IMPROVEMENT/REMODELING COMPANIES	REPORTS REQUESTED RANK 1	COMPLAINTS PRESENTED RANK 1	SETTLEMENT INDEX
ALARM SYSTEMS DEALERS	29,490	630	71.4
BUILDING MATERIALS AND SUPPLIES	10,030	720	72.2
CARPENTERS	4,980	190	47.4
CHIMNEY SERVICES	8,870	350	25.7
DRYWALL/PLASTERING COMPANIES	2,900	90	44.4
ELECTRICAL CONTRACTORS	13,420	620	59.7
FENCE SALES/INSTALLATION SERVICES	11,410	590	59.3
HANDYMAN, GENERAL	6,840	370	45.9
HEATING SERVICE CONTRACTORS	22,860	960	68.8
HOME REMODELING CONTRACTORS (GENERAL)	135,990	6,120	56.2
INSULATION COMPANIES	7,210	210	76.2
ITINERANT (DOOR-TO-DOOR) WORKMEN	2,680	60	50.0
KITCHEN/BATHROOM REMODELING COMPANIES	9,610	510	60.8
LANDSCAPING/LAWN CARE/TREE CUTTING	27,490	2,220	55.4
MASONRY/CEMENT/SURFACE REFINISHING	9,840	590	59.3
PAINTING/WALLPAPERING CONTRACTORS	18,360	1,210	50.4
PAVING CONTRACTORS	24,870	1,190	42.0
PLUMBING CONTRACTORS	27,350	1,980	63.6
RADON TESTING/SERVICING	2,300	60	50.0
ROOFING AND GUTTERING SERVICE/SHEET METAL	106,140	3,640	55.8
SIDING CONTRACTORS	30,030	890	62.9
SWIMMING POOL CONSTRUCTION/SERVICE/SUPPLIES	35,090	1,550	65.8
WATER CONDITIONING COMPANIES	32,190	1,400	67.1
WINDOWS/DOORS INSTALLATION AND SERVICE	40,780	1,980	67.7
AWNINGS/TENTS/CANVAS	1,820	120	58.3
PORCELAIN/FIBERGLASS REFINISHING COMPANIES	2,750	150	53.3
PORCH AND PATIO/DECK SALES AND SERVICES	3,340	90	44.4
SEPTIC TANK SERVICES/INSTALLATION	4,540	200	55.0
SOLAR HEATING AND COOLING	2,660	130	53.8
SPA/JACUZZI SALES AND SERVICE	5,310	340	67.6
OTHER HOME CONSTRUCTION/REMODELING	93,880	3,980	52.8
TOTAL HOME IMPROVEMENT/REMODELING COMPANIES	735,030	33,140	56.9
PERCENTAGE OF ACTIVITY	14.31	11.69	

SERVICE FIRMS (EXCEPT AUTO)	REPORTS REQUESTED RANK 2	COMPLAINTS PRESENTED RANK 2	SETTLEMENT INDEX
EXTERMINATING SERVICES	39,550	1,260	71.4
PHOTO PROCESSING	5,940	970	76.3
CARPET/UPHOLSTERY CLEANING	42,780	1,780	53.9
CLEANING/JANITORIAL SERVICES	7,670	350	54.3
DRY CLEANING/LAUNDRY COMPANIES	17,280	6,010	64.6
EMPLOYMENT SERVICES/TEMP. AGENCIES	53,650	1,190	66.4
ENTERTAINMENT SERVICES (E.G., DJ'S)	2,630	200	65.0
FUNERAL DIRECTORS	2,980	120	75.0
FUNERAL RELATED SERVICES	4,920	360	77.8
MOVING/STORAGE COMPANIES	36,290	2,350	64.7
PET SERVICES (GROOMING, TRAINING, BOARDING)	2,510	190	63.2
TELEPHONE COMPANIES (LOCAL AND LONG-DISTANCE)	12,970	1,180	78.8
TV/STEREO/RADIO/VCR SERVICING ESTABLISHMENTS	12,840	2,040	64.7
TRAVEL AGENCIES/CLUBS/DISCOUNT TRAVEL SERVICES	52,190	2,580	66.7
UPHOLSTERY COMPANIES	13,090	820	45.1
UTILITY COMPANIES (ELECTRIC/GAS/WATER)	4,710	610	73.8
OTHER SERVICES	183,060	8,680	54.5
TOTAL SERVICE FIRMS (EXCEPT AUTO)	495,060	30,690	65.7
PERCENTAGE OF ACTIVITY	9.64	10.83	

FINANCIAL SERVICES	REPORTS REQUESTED RANK 3	COMPLAINTS PRESENTED RANK 6	SETTLEMENT INDEX
BANKS	23,310	1,480	85.1
CONSUMER FINANCE AND LOAN COMPANIES	41,460	1,690	70.4
CREDIT UNIONS	3,210	140	85.7
MORTGAGE AND ESCROW COMPANIES	23,480	570	71.9
SAVINGS AND LOANS	15,410	180	83.3
OTHER INSTITUTIONS	3,940	250	80.0
COMMODITIES BROKERS AND DEALERS	4,210	60	33.3
SECURITIES BROKERS AND DEALERS	9,670	150	66.7
LOAN BROKERS/ADVANCE FEE BROKERS	62,920	840	57.1
FINANCIAL ADVISORY SVCS/BUSINESS CONSULTANTS	17,810	250	60.0
LOTTERIES (STATE, LOCAL, FOREIGN)	4,460	250	0.0
UNCLAIMED FUNDS RETRIEVAL SERVICES	27,700	60	66.7
OTHER FINANCIAL/INVESTMENT COMPANIES & SERVICES	104,020	2,120	44.0
TOTAL FINANCIAL SERVICES	341,600	8,040	61.9
PERCENTAGE OF ACTIVITY	6.65	2.84	

Table III continued

	REPORTS REQUESTED	COMPLAINTS PRESENTED	SETTLEMENT INDEX
FRANCHISE AND BUSINESS OPPORTUNITIES	RANK 4	RANK 17	
BUSINESS OPPORTUNITY COMPANIES	37,480	620	37.1
FRANCHISE SELLING COMPANIES	4,160	70	71.4
MULTI-LEVEL SELLING COMPANIES	27,000	370	54.1
WORK-AT-HOME COMPANIES	140,720	1,060	47.2
OTHER FRANCHISE/BUSINESS PROMOTIONS	4,730	270	85.2
TOTAL FRANCHISE AND BUSINESS OPPORTUNITIES	214,090	2,390	59.0
PERCENTAGE OF ACTIVITY	4.17	0.84	
ORDERED PRODUCT SALES	RANK 5	RANK 3	
BOOK/RECORD/TAPE CLUBS	5,190	1,940	86.1
CATALOGUES BY MAIL, INCLUDING CATALOGUES	33,570	5,700	79.3
DIRECT MARKETING (OTHER THAN CATALOGUES)	62,260	7,170	69.0
VIA NEWSPAPER/MAGAZINE ADVERTISING	18,570	4,270	78.0
MAGAZINE SUBSCRIPTIONS BY MAIL	19,240	3,940	82.5
MAGAZINE SUBSCRIPTIONS BY TELEPHONE	11,100	740	74.3
TELEVISION HOME SHOPPING SERVICES	4,240	350	88.6
TV/RADIO ADVERTISING (INCLUDING "30 MINUTE	9,030	2,590	95.8
OTHER ORDERED PRODUCT SALES	31,370	3,140	69.1
TOTAL ORDERED PRODUCT SALES	194,570	29,840	80.3
PERCENTAGE OF ACTIVITY	3.79	10.53	
CREDIT/CREDIT SERVICES	RANK 6	RANK 9	
COLLECTION AGENCIES	19,680	1,920	81.3
CREDIT CARD COMPANIES	68,340	2,220	67.1
CREDIT CARD PROTECTION SERVICES	40,970	620	58.1
CREDIT COUNSELING SERVICES	10,990	130	61.5
CREDIT REPAIR SERVICES/SECURED CREDIT COMPANIES	25,690	740	70.3
CREDIT REPORTING COMPANIES	6,490	700	90.0
OTHER CREDIT-RELATED SERVICES	6,990	350	82.9
TOTAL CREDIT/CREDIT SERVICES	179,150	6,680	73.0
PERCENTAGE OF ACTIVITY	3.49	2.36	

	REPORTS REQUESTED	COMPLAINTS PRESENTED	SETTLEMENT INDEX
AUTO REPAIRS AND SERVICES	RANK 7	RANK 5	
AUTO AIR CONDITIONING	4,480	140	57.1
AUTO PARTS/SUPPLIES	11,560	1,340	64.9
TRUCKS AND HEAVY EQUIPMENT DEALERS	1,580	60	83.3
QUICK OIL AND LUBRICATION CENTERS	5,570	490	69.4
REPAIR SHOPS - BODY/PAINT	29,110	2,110	58.3
REPAIR SHOPS - TRANSMISSION	34,120	2,520	70.6
TIRE/BATTERY/ACCESSORIES SHOPS	13,040	2,030	77.8
REPAIR SHOPS - MECH. (EXCEPT TRANS.)	62,550	8,050	65.0
OTHER REPAIR FACILITIES	5,940	550	60.0
TOTAL AUTO REPAIRS AND SERVICES	167,950	17,290	67.4
PERCENTAGE OF ACTIVITY	3.27	6.10	
EDUCATIONAL INSTITUTIONS/SCHOOLS	RANK 8	RANK 18	
MODELING SCHOOLS	27,320	150	60.0
TRADE/VOCATIONAL SCHOOLS	126,940	840	75.0
PRIVATE EDUCATIONAL SCHOOLS/COLLEGES	7,020	110	81.8
TOTAL EDUCATIONAL INSTITUTIONS/SCHOOLS	161,280	1,100	72.3
PERCENTAGE OF ACTIVITY	3.14	0.39	
TRAVEL/VACATION RELATED SERVICES	RANK 9	RANK 7	
TIMESHARE CAMPGROUND/RESORT PROMOTIONS	13,670	480	66.7
VACATION CERTIFICATE/VOUCHER COMPANIES	74,900	1,230	53.7
AIR CHARTER SERVICES	400	0	
AIRLINES	1,740	360	80.6
AMUSEMENT PARKS	530	80	50.0
CRUISE LINES	2,110	440	93.2
HOTELS/MOTELS/RESORTS	8,180	2,090	65.1
TRAVEL AGENCIES/CLUBS/DISCOUNT TRAVEL SERVICES	52,190	2,580	66.7
TOURIST ATTRACTIONS/THEME PARKS	1,600	120	91.7
TOTAL TRAVEL/VACATION RELATED SERVICES	160,320	7,380	63.1
PERCENTAGE OF ACTIVITY	3.12	2.60	

Table III continued

	REPORTS REQUESTED	COMPLAINTS PRESENTED	SETTLEMENT INDEX
VEHICLE DEALERS	RANK 10	RANK 4	
AUTO DEALERS, FRANCHISED (NEW & USED SALES)	89,150	14,240	81.7
AUTO DEALERS - USED ONLY	40,950	2,940	66.7
MOTORCYCLE SALES AND SERVICE COMPANIES	2,440	220	68.2
RECREATIONAL VEHICLE DEALERS/VAN CONVERSION	5,490	510	74.5
TRUCKS AND HEAVY EQUIPMENT DEALERS	1,580	60	83.3
TRACTORS AND OTHER FARM EQUIPMENT DEALERS	630	70	71.4
OTHER VEHICLE SALES/MANUFACTURING COMPANIES	3,800	190	63.2
TOTAL VEHICLE DEALERS	144,040	18,230	72.7
PERCENTAGE OF ACTIVITY	2.80	6.4	
SOLICITING/CHARITABLE/MEMBERSHIP ORGANIZATIONS	RANK 11	RANK 20	
ADVERTISING FOR CHARITY PUBLICATIONS	11,460	280	50.0
CHARITY - LOCAL	32,020	100	80.0
CHARITY - NATIONAL	56,050	130	76.9
CIVIC/BUSINESS MEMBERSHIP	7,860	10	100.0
GENERAL MEMBERSHIP/LOBBYING	6,410	70	71.4
FOR-PROFIT FUND-RAISING COMPANIES	8,470	60	50.0
POLICE/FIRE/FRATERNAL	14,550	50	80.0
OTHER SOLICITING ORGANIZATIONS	5,420	340	94.1
TOTAL SOLICITING/CHARITABLE/MEMBERSHIP ORGANIZATION	142,240	1,040	75.3
PERCENTAGE OF ACTIVITY	2.77	0.37	
INSURANCE	RANK 12	RANK 15	
Sold by Agents/Brokers/Agencies			
- ACCIDENT & HEALTH INSURANCE	23,950	710	81.7
- AUTO INSURANCE	17,450	1,370	62.8
- PROPERTY DAMAGE/HOME OWNER/RENTER	4,800	190	68.4
- LIFE INSURANCE	38,890	460	76.1
Sold via Mail/TV/Telemarketing (not through agen			
- ACCIDENT & HEALTH INSURANCE	10,400	90	88.9
- AUTO INSURANCE	5,100	120	83.3
- PROPERTY DAMAGE/HOME OWNER/RENTER	2,350	40	75.0
- LIFE INSURANCE	10,570	40	100.0
TOTAL INSURANCE	113,510	3,020	70.7
PERCENTAGE OF ACTIVITY	2.21	1.07	

	REPORTS REQUESTED	COMPLAINTS PRESENTED	SETTLEMENT INDEX
REAL ESTATE SALES AND SERVICES	RANK 13	RANK 11	
HOME INSPECTION SERVICES	2,630	50	80.0
HOUSE APARTMENT RENTAL BY INDIVIDUAL	5,890	610	67.2
HOUSE & APARTMENT RENTALS, LISTING & REFERRAL SERVICES	8,240	800	60.0
LAND DEVELOPMENT COMPANIES/REAL ESTATE	12,180	400	52.5
PROPERTY MANAGEMENT COMPANIES	4,680	690	68.1
REAL ESTATE APPRAISAL SERVICES	2,280	80	50.0
REAL ESTATE SALES COMPANIES AND AGENTS	25,560	1,510	68.9
TIMESHARE CAMPGROUND/RESORT COMPANIES	29,510	1,500	32.7
TITLE COMPANIES	1,000	40	75.0
OTHER REAL ESTATE	7,190	150	60.0
TOTAL REAL ESTATE SALES AND SERVICES	99,160	5,830	55.9
PERCENTAGE OF ACTIVITY	1.93	2.06	
PERSONAL AND PROFESSIONAL SERVICES	RANK 14	RANK 8	
BARBER/BEAUTY SHOPS	4,020	580	65.5
CHILD CARE CENTERS/SERVICES	9,450	140	64.3
DANCE SCHOOLS AND STUDIOS	1,800	70	71.4
DATING AND SOCIAL INTRODUCTION SERVICES	12,340	650	66.2
HAIR PRODUCT - IMPROVEMENT COMPANIES	5,060	210	61.9
HEALTH CLUBS/TENNIS AND RACQUETBALL	19,210	2,670	62.9
HYPNOSIS PRACTITIONERS	2,020	20	50.0
SELF-DEFENSE STUDIOS	520	40	75.0
SMOKING CESSATION CLINICS	2,300	20	0.0
TANNING SALONS	1,650	160	62.5
WEIGHT REDUCTION/DIET CLINICS	12,010	1,060	58.5
DRIVING SCHOOLS	2,200	30	66.7
ELECTROLYSIS SERVICES	690	0	
OTHER PERSONAL SERVICES	17,950	1,080	50.0
TOTAL PERSONAL AND PROFESSIONAL SERVICES	91,220	6,730	53.9
PERCENTAGE OF ACTIVITY	1.78	2.37	

	REPORTS REQUESTED	COMPLAINTS PRESENTED	SETTLEMENT INDEX
HEALTH AND MEDICAL	RANK 15	RANK 10	
AMBULANCE SERVICES	950	100	70.0
CHIROPRACTIC DOCTORS AND CLINICS	2,920	130	76.9
DENTISTS/DENTAL CLINICS	9,100	520	71.2
DOCTORS (M.D.'S)	8,310	570	66.7
DRUG/ALCOHOL REHABILITATION CENTERS	1,630	30	66.7
HEARING AID COMPANIES	16,030	1,560	48.1
HOSPITALS/CLINICS	6,270	920	78.3
MEDICAL LABORATORY SERVICES	1,690	110	72.7
NURSING SERVICES (INCL IN-HOME CARE)	2,650	30	100.0
NURSING HOMES	3,940	70	85.7
OPTICAL SERVICES	11,740	1,190	75.6
OPTOMETRISTS	2,380	190	78.9
PSYCHOLOGISTS, PSYCHIATRISTS/COUNSELING CENTERS	1,070	60	66.7
SURGICAL/HOSPITAL SUPPLIES	980	130	69.2
OTHER HEALTH AND MEDICAL SERVICES	14,470	770	64.9
TOTAL HEALTH AND MEDICAL	84,130	6,380	72.8
PERCENTAGE OF ACTIVITY	1.64	2.25	
HOME BUILDERS AND MANUFACTURERS	RANK 16	RANK 14	
HOME BUILDERS - NEW CONSTRUCTION	55,190	2,320	62.9
MOBILE/MODULAR HOME DEALERS	13,740	1,300	70.0
TOTAL HOME BUILDERS AND MANUFACTURERS	68,930	3,620	66.5
PERCENTAGE OF ACTIVITY	1.34	1.28	
DIRECT IN-HOME SALES	RANK 17	RANK 12	
CLEANING SUPPLIES	2,820	210	61.9
COOKWARE/CUTLERY	8,340	60	66.7
COSMETICS	2,510	30	66.7
ENCYCLOPEDIAS/BOOKS	4,470	100	80.0
MAGAZINES	13,900	1,740	82.2
PHOTOGRAPHERS	3,610	500	70.0
OTHER DIRECT SELLING (PARTY PLANS,ETC.)	31,470	1,420	80.3
TOTAL DIRECT IN-HOME SALES	67,120	4,060	72.5
PERCENTAGE OF ACTIVITY	1.31	1.43	

	REPORTS REQUESTED	COMPLAINTS PRESENTED	SETTLEMENT INDEX
BUSINESS SERVICES	RANK 18	RANK 19	
ANSWERING SERVICES/MAIL DROPS	1,020	80	50.0
BUSINESS CONSTRUCTION/OFFICE REMODELING	310	10	0.0
COFFEE/FOOD SERVICE	560	30	66.7
GUARD/SECURITY SERVICES	2,210	40	50.0
OTHER BUSINESS TO BUSINESS SERVICES	4,730	300	56.7
"PAPER PIRATES"/OFFICE SUPPLIES	4,060	20	50.0
ADVERTISING SPECIALTY COMPANIES	44,730	580	56.9
TOTAL BUSINESS SERVICES	57,620	1,060	47.2
PERCENTAGE OF ACTIVITY	1.12	0.37	
MANUFACTURERS AND WHOLESALERS	RANK 19	RANK 13	
MANUFACTURERS/PRODUCTS	26,240	2,490	77.9
REBATE OFFERS	1,010	640	85.9
WHOLESALERS/DISTRIBUTORS	13,250	610	73.8
TOTAL MANUFACTURERS AND WHOLESALERS	40,500	3,740	79.2
PERCENTAGE OF ACTIVITY	0.79	1.32	
FOOD SALES AND SERVICE	RANK 20	RANK 16	
BAKERIES	530	70	57.1
BULK FOOD STORES	640	20	50.0
BULK MEAT COMPANIES	4,450	80	62.5
CATERING SERVICES	1,710	130	53.8
CONVENIENCE/DAIRY STORES	750	50	80.0
FAST FOOD RESTAURANTS(EXCLUDING FRANCHISE OFFERS)	2,230	190	68.4
FOOD MANUFACTURERS, WHOLESALERS/DISTRIBUTORS	1,460	70	71.4
FOOD STORES - CHAIN	2,440	230	78.3
FOOD STORES - INDEPENDENT	1,610	160	68.8
FREEZER FOOD PLANS	7,900	80	62.5
"HEALTH FOOD"/NUTRITIONAL SUPPLEMENT STORES	1,600	50	40.0
RESTAURANTS (EXCLUDING FAST FOOD REST.)	6,250	990	65.7
OTHER FOOD COMPANIES	4,690	280	67.9
TOTAL FOOD SALES AND SERVICE	36,260	2,400	63.6
PERCENTAGE OF ACTIVITY	0.71	0.85	
	RANK 21	RANK 21	
COUPON BOOK PROMOTIONS	9,950	300	40.0
TOTAL COUPON BOOK PROMOTIONS	9,950	300	40.0
PERCENTAGE OF ACTIVITY	0.19	0.11	

Table IV

COUNCIL OF BETTER BUSINESS BUREAUS ANNUAL ACTIVITY REPORT - 1990

Total Activity by Type of Business Code

Type of Business	Code	Report Requests Number	Rank	Complaints Number	Rank	Settled Number	%	Satisfied Positive	Satisfied Assumed	Total Satisfied Number	%	Dissatisfied ---	AJR*	Total Dissatisfied Number	%	No Response Number	%	Unpursuable Number	%
						Settlement Index:	68.4												
TOTALS		5,135,650		283,500		193,790		70,940	84,070	155,010	54.7	22,400	38,780	61,180	21.6	48,730	17.2	18,580	6.6
AUTOMOTIVE/OTHER VEHICLES																			
A. Auto Sales/Manufacturing Companies																			
AUTO DEALERS, FRANCHISED (NEW & USED SALES)	000	89,150	7	14,240	1	11,630	81.7	2,910	5,350	8,260	58.0	1,260	3,370	4,630	32.5	740	5.2	610	4.3
AUTO DEALERS - USED ONLY	003	40,950	27	2,940	19	1,960	66.7	380	920	1,300	44.2	300	660	960	32.7	550	18.7	130	4.4
AUTO MANUFACTURERS	001	14,860	81	3,630	15	3,030	83.5	1,540	1,260	2,800	77.1	40	230	270	7.4	50	1.4	510	14.0
MOTORCYCLE SALES AND SERVICE COMPANIES	040	2,440	238	220	177	150	68.2	40	60	100	45.5	30	50	80	36.4	30	13.6	10	4.5
RECREATIONAL VEHICLE DEALERS/VAN CONVERSION	060	5,490	157	510	119	380	74.5	110	170	280	54.9	80	100	130	25.5	80	15.7	20	3.9
TRACTORS AND OTHER FARM EQUIPMENT DEALERS	050	630	310	70	265	50	71.4	20	20	40	57.1	0	10	10	14.3	20	28.6	0	0.0
TRUCKS AND HEAVY EQUIPMENT DEALERS	055	1,580	274	60	280	50	83.3	10	20	30	50.0	0	20	20	33.3	10	16.7	0	0.0
OTHER VEHICLE SALES/MANUFACTURING COMPANIES	009	3,800	1[illegible]	190	193	120	63.2	60	40	100	52.6	20	20	40	21.1	30	15.8	20	10.5
B. Auto Repair Facilities																			
AUTO AIR CONDITIONING	019	4,480	180	140	214	80	57.1	20	30	50	35.7	20	30	50	35.7	30	21.4	10	7.1
AUTO PARTS/SUPPLIES	022	11,560	101	1,340	62	870	64.9	240	400	640	47.8	130	230	360	26.9	290	21.6	50	3.7
GASOLINE SERVICE STATIONS	005	9,240	120	1,660	48	1,070	63.7	270	430	700	41.7	170	370	540	32.1	390	23.2	50	3.0
QUICK OIL AND LUBRICATION CENTERS	023	5,570	156	490	123	340	69.4	90	180	270	55.1	80	70	150	30.6	60	12.2	10	2.0
REPAIR SHOPS - BODY/PAINT	012	29,110	45	2,110	34	1,230	58.3	330	570	900	42.7	320	330	650	30.8	450	21.3	110	5.2
REPAIR SHOPS - MECH. (EXCEPT TRANS.)	010	62,550	13	8,050	3	5,230	65.0	1,300	2,170	3,470	43.1	850	1,760	2,610	32.4	1,590	19.8	380	4.7
REPAIR SHOPS - TRANSMISSION	020	34,120	35	2,520	25	1,780	70.6	640	690	1,330	52.8	260	450	710	28.2	360	14.3	120	4.8
REPAIR SHOPS - RADIATOR	021	3,620	199	170	203	100	58.8	30	40	70	41.2	30	30	60	35.3	40	23.5	0	0.0
RUSTPROOFING SHOPS	027	2,040	254	100	242	50	50.0	10	20	30	30.0	10	20	30	30.0	40	40.0	0	0.0
SOUND SYSTEMS - AUTO	016	2,520	233	670	92	110	16.4	30	50	80	11.9	10	30	40	6.0	540	80.6	10	1.5
TIRE/BATTERY/ACCESSORIES SHOPS	015	13,040	92	2,030	38	1,580	77.8	440	710	1,150	56.7	140	430	570	28.1	230	11.3	80	3.9
OTHER REPAIR FACILITIES	029	5,940	152	550	115	330	60.0	110	150	260	47.3	30	70	100	18.2	130	23.6	60	10.9
C. Miscellaneous Auto Services																			
AUTO BROKERS/LISTING SERVICES	030	5,940	151	180	198	110	61.1	50	30	90	50.0	10	20	30	16.7	50	27.8	10	5.6
AUTO CLUBS	031	1,200	285	70	262	70	100.0	20	30	50	71.4	0	20	20	28.6	0	0.0	0	0.0
AUTO DRIVEAWAY/TRANSPORT COMPANIES	035	4,680	176	230	175	100	43.5	10	60	70	30.4	30	30	60	26.1	80	34.8	20	8.7
AUTO EXTENDED SERVICE CONTRACT COMPANIES	032	13,530	86	270	162	220	81.5	50	130	180	66.7	20	40	60	22.2	20	7.4	10	3.7
AUTO/TRUCK RENTAL/LEASING COMPANIES	017	8,760	126	1,660	49	1,110	66.9	370	430	800	48.2	140	310	450	27.1	310	18.7	100	6.0
CAR WASH COMPANIES	006	1,950	256	400	135	260	65.0	70	100	170	42.5	40	90	130	32.5	80	20.0	20	5.0
TOWING SHOPS	024	3,100	212	460	129	270	58.7	70	110	180	39.1	60	90	150	32.6	110	23.9	20	4.3
WRECKING/SALVAGE SERVICES	025	2,390	239	220	178	130	59.1	20	60	80	36.4	20	50	70	31.8	60	27.3	10	4.5
OTHER AUTO SERVICES	059	23,810	61	1,430	58	940	65.7	270	390	660	46.2	90	280	370	25.9	300	21.0	100	7.0
D. Boat/Marine Sales & Services																			
BOAT DEALERS/MARINE SUPPLIES	070	3,710	198	390	140	250	64.1	60	120	180	46.2	30	70	100	25.6	90	23.1	20	5.1
BOAT MANUFACTURERS	071	450	322	30	305	20	66.7	0	10	10	33.3	0	10	10	33.3	10	33.3	0	0.0
BOAT REPAIR AND SERVICES	072	1,550	276	170	202	100	58.8	20	40	60	35.3	20	40	60	35.3	30	17.6	20	11.8
BOAT RENTAL, CHARTER	073	1,800	263	50	282	30	60.0	10	10	20	40.0	10	10	20	40.0	10	20.0	0	0.0
MARINAS	074	780	303	50	283	30	60.0	10	10	20	40.0	10	10	20	40.0	10	20.0	0	0.0
MARINE CONSTRUCTION/PILINGS, DOCKS, ETC	075	970	298	10	322	0	0.0	0	0	0	0.0	0	0	0	0.0	10	100.0	0	0.0
MARINE ELECTRICAL SERVICE	076	1,890	258	10	320	10	100.0	0	10	10	100.0	0	0	0	0.0	0	0.0	0	0.0
MARINE ELECTRONIC EQUIPMENT/SUPPLIES	077	230	329	0															
OTHER MARINE SALES/SERVICES	079	1,280	283	40	298	20	50.0	10	0	10	25.0	0	10	10	25.0	20	50.0	0	0.0
E. Aircraft Sales & Services																			
AIRCRAFT DEALERS/SUPPLIES	080	1,080	288	40	294	30	75.0	10	10	20	50.0	0	10	10	25.0	10	25.0	0	0.0
AIRCRAFT REPAIR AND SERVICE	081	80	332	0															
AIRPORTS	085	180	331	10	318	10	100.0	10	0	10	100.0	0	0	0	0.0	0	0.0	0	0.0
MISCELLANEOUS AIRCRAFT SERVICES	089	820	311	20	315	10	50.0	10	0	10	50.0	0	0	0	0.0	10	50.0	0	0.0

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FINANCIAL																			
A. Institutions																			
BANKS	100	23,310	83	1,480	56	1,260	85.1	480	570	1,050	70.9	80	210	290	19.6	90	6.1	50	3.4
CONSUMER FINANCE AND LOAN COMPANIES	110	41,460	25	1,690	47	1,190	70.4	260	710	970	57.4	180	220	380	22.5	280	16.6	60	3.6
CREDIT UNIONS	111	3,210	208	140	215	120	85.7	30	60	90	64.3	10	30	40	28.6	10	7.1	0	0.0
MORTGAGE AND ESCROW COMPANIES	112	23,480	62	570	113	410	71.9	130	180	310	54.4	40	100	140	24.6	90	15.8	30	5.3
SAVINGS AND LOANS	113	15,410	80	180	199	150	83.3	30	100	130	72.2	10	20	30	16.7	20	11.1	0	0.0
OTHER INSTITUTIONS	119	3,940	193	250	165	200	80.0	130	50	180	72.0	0	20	20	8.0	30	12.0	20	8.0
B. Financial/Investment Co. and Services																			
CHECK CASHING/GUARANTEE SERVICES	161	3,240	207	80	255	50	62.5	10	30	40	50.0	10	10	20	25.0	10	12.5	10	12.5
COMMODITIES BROKERS AND DEALERS	107	4,210	186	60	274	20	33.3	0	10	10	16.7	10	10	20	33.3	20	33.3	10	16.7
FINANCIAL ADVISORY SVCS/BUSINESS CONSULTANTS	162	17,810	75	250	166	150	60.0	50	70	120	48.0	10	30	40	16.0	70	28.0	20	8.0
FINANCIAL AID/SCHOLARSHIP COMPANIES	163	12,490	95	240	169	170	70.8	70	80	150	62.5	10	20	30	12.5	50	20.8	10	4.2
INVESTMENT AND BUSINESS BROKERS/DEALERS	165	8,940	124	190	187	120	63.2	50	60	110	57.9	10	10	20	10.5	50	26.3	10	5.3
LOAN BROKERS/ADVANCE FEE BROKERS	166	62,920	12	840	80	480	57.1	80	340	420	50.0	130	60	190	22.6	170	20.2	60	7.1
LOTTERIES (STATE, LOCAL, FOREIGN)	143	4,460	182	250	168	0	0.0	0	0	0	0.0	0	0	0	0.0	0	0.0	250	100.0
OIL AND GAS LEASES AND LOTTERIES	144	1,040	290	0															
PONZI SCHEMES/CHAIN LETTERS	142	3,050	214	0															
PYRAMID COMPANIES	147	4,840	170	0															
SECURITIES BROKERS AND DEALERS	155	9,870	115	150	212	100	66.7	20	50	70	46.7	20	30	50	33.3	20	13.3	10	6.7
UNCLAIMED FUNDS RETRIEVAL SERVICES	170	27,700	47	80	275	40	66.7	10	30	40	66.7	0	0	0	0.0	20	33.3	0	0.0
OTHER FINANCIAL/INVESTMENT COMPANIES & SERVICES	139	71,480	10	1,610	50	1,090	67.7	350	530	880	54.7	110	210	320	19.9	260	16.1	150	9.3
C. Franchise/Business Promotions																			
BUSINESS OPPORTUNITY COMPANIES	105	37,480	32	620	98	230	37.1	80	100	180	29.0	70	50	120	19.4	150	24.2	170	27.4
FRANCHISE SELLING COMPANIES	125	4,160	187	70	258	50	71.4	20	20	40	57.1	10	10	20	28.6	10	14.3	0	0.0
MULTI-LEVEL SELLING COMPANIES	140	27,000	51	370	143	200	54.1	80	100	180	48.6	30	20	50	13.5	60	16.2	80	21.6
WORK-AT-HOME COMPANIES	148	140,720	2	1,060	73	500	47.2	180	270	450	42.5	60	50	110	10.4	340	32.1	160	15.1
OTHER FRANCHISE/BUSINESS PROMOTIONS	149	4,730	172	270	164	230	85.2	230	0	230	85.2	0	0	0	0.0	20	7.4	20	7.4
D. Credit																			
COLLECTION AGENCIES	120	19,680	67	1,920	42	1,560	81.3	640	720	1,360	70.8	80	200	280	14.6	210	10.9	70	3.6
CREDIT CARD COMPANIES	115	68,340	11	2,220	31	1,490	67.1	500	830	1,330	59.9	180	180	320	14.4	400	18.0	170	7.7
CREDIT CARD PROTECTION SERVICES	116	40,970	26	620	97	360	58.1	130	190	320	51.6	50	40	90	14.5	100	16.1	110	17.7
CREDIT COUNSELING SERVICES	117	10,990	105	130	227	80	61.5	30	40	70	53.8	20	10	30	23.1	20	15.4	10	7.7
CREDIT REPAIR SERVICES/SECURED CREDIT COMPANIES	118	25,690	53	740	85	520	70.3	210	180	390	52.7	40	130	170	23.0	120	16.2	60	8.1
CREDIT REPORTING COMPANIES	121	6,490	146	700	90	630	90.0	130	430	560	80.0	20	70	90	12.9	30	4.3	20	2.9
DEBT CONSOLIDATION/DEBT MANAGEMENT SERVICES	122	7,840	138	30	308	30	100.0	10	10	20	66.7	0	10	10	33.3	0	0.0	0	0.0
OTHER CREDIT-RELATED SERVICES	129	6,990	143	350	151	290	82.9	210	60	270	77.1	10	20	30	8.6	30	8.6	20	5.7
E. Real Estate																			
HOME INSPECTION SERVICES	151	2,630	231	50	286	40	80.0	10	20	30	60.0	10	10	20	40.0	0	0.0	0	0.0
HOUSE APARTMENT RENTAL BY INDIVIDUAL	152	5,890	153	610	104	410	67.2	90	200	290	47.5	80	120	210	34.4	90	14.8	20	3.3
HOUSE & APT. RENTALS-CO., LISTING & REFERRAL SERVICE	153	8,240	131	800	83	480	60.0	130	220	350	43.8	120	130	250	31.3	130	16.3	70	8.8
LAND DEVELOPMENT COMPANIES/REAL ESTATE DEVELOPERS	135	12,180	97	400	136	210	52.5	100	80	180	45.0	50	30	80	20.0	40	10.0	100	25.0
PROPERTY MANAGEMENT COMPANIES	154	4,680	177	690	91	470	68.1	100	220	320	46.4	90	150	240	34.8	100	14.5	30	4.3
REAL ESTATE APPRAISAL SERVICES	156	2,280	245	80	256	40	50.0	10	10	20	25.0	10	20	30	37.5	20	25.0	10	12.5
REAL ESTATE SALES COMPANIES AND AGENTS	145	25,560	54	1,510	53	1,040	68.9	350	430	780	51.7	180	260	440	29.1	220	14.6	70	4.6
TIMESHARE CAMPGROUND/RESORT COMPANIES (EXCLUDING "PRIZE" PROMOTIONS)	157	29,510	43	1,500	54	490	32.7	120	260	380	25.3	590	110	700	46.7	180	12.0	240	16.0
TITLE COMPANIES	158	1,000	296	40	292	30	75.0	10	10	20	50.0	0	10	10	25.0	10	25.0	0	0.0
OTHER REAL ESTATE	159	7,190	141	150	210	90	60.0	20	50	70	46.7	10	20	30	20.0	30	20.0	20	13.3

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F. Insurance																			
Insurance Sold By Agents/Brokers/Agencies																			
- ACCIDENT & HEALTH INSURANCE	132	23,950	58	710	89	580	81.7	270	220	490	69.0	50	90	140	19.7	50	7.0	30	4.2
- AUTO INSURANCE	133	17,450	76	1,370	61	860	62.8	200	520	720	52.6	150	140	290	21.2	240	17.5	120	8.8
- LIFE INSURANCE	131	38,890	31	460	128	350	76.1	110	200	310	67.4	50	40	90	19.6	20	4.3	40	8.7
- PROPERTY DAMAGE/HOME OWNER/RENTER	134	4,800	171	190	191	130	68.4	30	70	100	52.6	40	30	70	36.8	20	10.5		
Insurance Sold Via Mail/TV/Telemarketing (not through agents)																			
- ACCIDENT & HEALTH INSURANCE	132b	10,400	109	90	245	80	88.9	50	10	60	66.7	10	20	30	33.3				
- AUTO INSURANCE	133b	5,100	164	120	228	100	83.3	50	20	70	58.3	10	30	40	33.3	10	8.3		
- LIFE INSURANCE	131b	10,570	107	40	296	40	100.0	20	10	30	75.0		10	10	25.0				
- PROPERTY DAMAGE/HOME OWNER/RENTER	134b	2,350	241	40	291	30	75.0	10	10	20	50.0	10	10	20	50.0				
OTHER INSURANCE	130	51,190	20	1,470	57	1,180	80.3	400	590	990	67.3	80	190	270	18.4	120	8.2	90	6.1
FOOD SALES AND SERVICES																			
BAKERIES	201	530	315	70	269	40	57.1	10	20	30	42.9		10	10	14.3	20	28.6	10	14.3
BULK FOOD STORES	202	640	309	20	314	10	50.0	10		10	50.0							10	50.0
BULK MEAT COMPANIES	200	4,450	183	80	252	50	62.5	20	20	40	50.0		10	10	12.5	20	25.0	10	12.5
CATERING SERVICES	211	1,710	266	130	219	70	53.8	20	20	40	30.8	10	30	40	30.8	40	30.8	10	7.7
CONVENIENCE/DAIRY STORES	213	750	304	50	284	40	80.0	10	20	30	60.0		10	10	20.0	10	20.0		
FAST FOOD RESTAURANTS(EXCLUDING FRANCHISE OFFERS)	218	2,230	247	190	189	130	68.4	50	60	110	57.9	10	20	30	15.8	40	21.1	10	5.3
FOOD MANUFACTURERS, WHOLESALERS/DISTRIBUTORS	220	1,460	278	70	271	50	71.4	20	20	40	57.1		10	10	14.3	10	14.3	10	14.3
FOOD STORES - CHAIN	205	2,440	237	230	173	180	78.3	70	80	150	65.2	10	30	40	17.4	30	13.0	10	4.3
FOOD STORES - INDEPENDENT	210	1,610	270	160	207	110	68.8	40	50	90	56.3	20	20	40	25.0	20	12.5	10	6.3
FREEZER FOOD PLANS	215	7,900	134	80	254	50	62.5	10	20	30	37.5		20	20	25.0	20	25.0	10	12.5
HEALTH FOOD /NUTRITIONAL SUPPLEMENT STORES	222	1,600	271	50	288	20	40.0	10	10	20	40.0	10		10	20.0	20	40.0		
RESTAURANTS (EXCLUDING FAST FOOD REST.)	217	6,250	149	990	74	650	65.7	150	350	500	50.5	60	150	210	21.2	210	21.2	70	7.1
OTHER FOOD COMPANIES	229	4,690	175	280	160	190	67.9	110	50	160	57.1	20	30	50	17.9	50	17.9	20	7.1
HEALTH AND MEDICAL SERVICES																			
AMBULANCE SERVICES	301	950	299	100	238	70	70.0	10	30	40	40.0	10	30	40	40.0	20	20.0		
CHIROPRACTIC DOCTORS AND CLINICS	304	2,920	218	130	223	100	76.9	30	40	70	53.8	10	30	40	30.8	20	15.4		
DENTISTS/DENTAL CLINICS	300	9,100	121	520	118	370	71.2	110	160	270	51.9	60	100	160	30.8	50	9.6	40	7.7
DOCTORS (M.D.'S)	305	8,310	130	570	114	380	66.7	100	170	270	47.4	90	110	200	35.1	70	12.3	30	5.3
DRUG/ALCOHOL REHABILITATION CENTERS	303	1,630	269	30	310	20	66.7	10	10	20	66.7					10	33.3		
HEARING AID COMPANIES	325	16,030	78	1,560	51	750	48.1	260	380	640	41.0	170	110	280	17.9	390	25.0	250	16.0
HOSPITALS/CLINICS	330	6,270	148	920	77	720	78.3	200	380	580	63.0	70	140	210	22.8	90	9.8	40	4.3
MEDICAL LABORATORY SERVICES	337	1,690	267	110	233	80	72.7	40	30	70	63.6	10	10	20	18.2	20	18.2		
NURSING SERVICES (INCL IN-HOME CARE)	331	2,650	227	30	301	30	100.0	10	10	20	66.7		10	10	33.3				
NURSING HOMES	332	3,940	191	70	263	60	85.7	30	20	50	71.4	10	10	20	28.6				
OPTICAL SERVICES	334	11,740	100	1,190	68	900	75.6	300	360	660	55.5	90	240	330	27.7	160	13.4	40	3.4
OPTOMETRISTS	333	2,380	240	190	188	150	78.9	50	50	100	52.6	20	50	70	36.8	20	10.5		
PSYCHOLOGISTS, PSYCHIATRISTS/COUNSELING CENTERS	335	1,070	287	60	278	40	66.7	10	20	30	50.0	10	10	20	33.3	10	16.7		
SURGICAL/HOSPITAL SUPPLIES	336	980	297	130	226	90	69.2	30	30	60	46.2	10	30	40	30.8	20	15.4	10	7.7
VETERINARIANS/VETERINARY HOSPITALS	340	2,870	220	190	192	130	68.4	20	60	80	42.1	30	50	80	42.1	20	10.5	10	5.3
OTHER HEALTH AND MEDICAL SERVICES	399	14,470	83	770	84	500	64.9	180	200	380	49.4	60	120	180	23.4	160	20.8	50	6.5
PROFESSIONAL SERVICES																			
ARCHITECTS/CONSULTING ENGINEERS	601	1,440	280	30	303	20	66.7	10	10	20	66.7					10	33.3		
ATTORNEYS/LEGAL SERVICES	640	10,750	106	270	163	140	51.9	40	70	110	40.7	30	30	60	22.2	70	25.9	30	11.1
BOOKKEEPING/PUBLIC ACCOUNTANTS/ACCOUNTING SERVICES	658	2,970	216	100	243	60	60.0	10	20	30	30.0	20	30	50	50.0	20	20.0		
PRIVATE EDUCATIONAL SCHOOLS/COLLEGES	662	7,020	142	110	232	90	81.8	20	30	50	45.5	10	40	50	45.5			10	9.1
TAX PREPARATION SERVICES	668	5,820	154	290	159	190	65.5	60	90	150	51.7	20	40	60	20.7	80	27.6		
TRADE/VOCATIONAL SCHOOLS	670	126,140	4	840	79	630	75.0	160	320	480	57.1	80	150	230	27.4	80	9.5	50	6.0
OTHER PROFESSIONAL SERVICES	669	5,350	160	180	196	100	55.6	40	40	80	44.4	20	20	40	22.2	50	27.8	10	5.6

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PERSONAL SERVICES																			
BARBER/BEAUTY SHOPS	307	4,020	190	580	111	380	65.5	90	140	230	39.7	70	150	220	37.9	110	19.0	20	3.4
CHILD CARE CENTERS/SERVICES	308	9,450	119	140	217	90	64.3	20	30	50	35.7	10	40	50	35.7	30	21.4	10	7.1
DANCE SCHOOLS AND STUDIOS	309	1,800	284	70	270	50	71.4	10	30	40	57.1	0	10	10	14.3	10	14.3	10	14.3
DATING AND SOCIAL INTRODUCTION SERVICES	311	12,340	96	650	93	430	66.2	120	210	330	50.8	70	100	170	26.2	100	15.4	50	7.7
DRIVING SCHOOLS	312	2,200	249	30	304	20	66.7	10	10	20	66.7	0	0	0	0.0	10	33.3	0	0.0
ELECTROLYSIS SERVICES	321	690	307	0															
HAIR PRODUCT - IMPROVEMENT COMPANIES	315	5,060	165	210	179	130	61.9	50	50	100	47.6	30	30	60	28.6	40	19.0	10	4.8
HEALTH CLUBS/TENNIS AND RACQUETBALL CLUBS/FITNESS AND EXERCISE CLASS COMPANIES	320	19,210	69	2,870	22	1,680	62.9	460	930	1,390	52.1	150	290	440	16.5	350	13.1	490	18.4
HYPNOSIS PRACTITIONERS	322	2,020	255	20	312	10	50.0	0	10	10	50.0	0	0	0	0.0	10	50.0	0	0.0
MODELING SCHOOLS	323	27,320	50	150	211	90	60.0	10	40	50	33.3	10	40	50	33.3	30	20.0	20	13.3
SELF-DEFENSE STUDIOS	324	520	316	40	297	30	75.0	10	10	20	50.0	0	10	10	25.0	10	25.0	0	0.0
SMOKING CESSATION CLINICS	326	2,300	243	20	316	0	0.0	0	0	0	0.0	10	0	10	50.0	10	50.0	0	0.0
TANNING SALONS	327	1,650	268	160	208	100	62.5	20	50	70	43.8	10	30	40	25.0	30	18.8	20	12.5
WEIGHT REDUCTION/DIET CLINICS	328	12,010	95	1,060	72	620	58.5	340	220	560	52.8	80	60	140	13.2	150	14.2	210	19.8
OTHER PERSONAL SERVICES	319	17,950	74	1,080	71	540	50.0	200	280	480	44.4	90	60	150	13.9	360	33.3	90	8.3
HOME CONSTRUCTION, REMODELING AND MAINTENANCE																			
AIR CONDITIONING SERVICES/EQUIPMENT	415	55,940	18	2,210	33	1,400	63.3	480	480	940	42.5	220	460	680	30.8	330	14.9	260	11.8
ALARM SYSTEMS DEALERS	400	29,490	44	630	96	450	71.4	130	240	370	58.7	50	80	130	20.6	110	17.5	20	3.2
AWNINGS/TENTS/CANVAS	402	1,820	259	120	230	70	58.3	30	20	50	41.7	10	20	30	25.0	40	33.3	0	0.0
BUILDING MATERIALS AND SUPPLIES	405	10,030	112	720	88	520	72.2	170	220	390	54.2	50	130	180	25.0	110	15.3	40	5.6
CARPENTERS	406	4,980	168	190	190	90	47.4	30	50	80	42.1	30	10	40	21.1	50	26.3	20	10.5
CHIMNEY SERVICES	408	8,870	125	350	150	90	25.7	40	30	70	20.0	20	20	40	11.4	60	17.1	180	51.4
DRYWALL/PLASTERING COMPANIES	409	2,900	219	90	244	40	44.4	20	10	30	33.3	10	10	20	22.2	40	44.4	0	0.0
ELECTRICAL CONTRACTORS	413	13,420	87	620	99	370	59.7	100	160	260	41.9	80	110	170	27.4	150	24.2	40	6.5
ELEVATORS AND LIFTS	417	500	318	0	328	0	0.0	0	0	0	ERR	0	0	0	ERR	0	ERR	0	ERR
ENERGY SAVINGS/MANAGEMENT COMPANIES	423	2,640	229	70	266	50	71.4	10	30	40	57.1	10	10	20	28.6	10	14.3	0	0.0
EXTERMINATING SERVICES	410	39,550	29	1,260	64	900	71.4	270	380	650	51.6	110	250	360	28.6	200	15.9	50	4.0
FENCE SALES/INSTALLATION SERVICES	414	11,410	103	590	108	350	59.3	100	170	270	45.8	60	80	140	23.7	140	23.7	40	6.8
FUEL OIL COMPANIES	416	4,230	185	360	147	280	77.8	110	110	220	61.1	20	60	80	22.2	50	13.9	10	2.8
GLASS AND MIRROR COMPANIES	461	3,200	209	230	174	150	65.2	50	50	100	43.5	20	50	70	30.4	50	21.7	10	4.3
HANDYMAN, GENERAL	488	6,840	144	370	144	170	45.9	40	90	130	35.1	30	40	70	18.9	130	35.1	40	10.8
HEATING SERVICE CONTRACTORS	418	22,860	64	960	76	660	68.8	230	250	480	50.0	80	180	260	27.1	180	18.8	40	4.2
HOME BUILDERS - NEW CONSTRUCTION	420	55,190	17	2,320	29	1,460	62.9	340	730	1,070	46.1	270	390	660	28.4	420	18.1	170	7.3
HOME REMODELING CONTRACTORS (GENERAL)	425	135,990	3	6,120	6	3,440	56.2	1,010	1,530	2,540	41.5	560	900	1,460	23.9	1,680	27.5	440	7.2
INSULATION COMPANIES	422	7,210	140	210	181	160	76.2	110	30	140	66.7	10	20	30	14.3	30	14.3	10	4.8
ITINERANT (DOOR-TO-DOOR) WORKMEN	489	2,680	224	60	276	30	50.0	10	10	20	33.3	0	10	10	16.7	20	33.3	10	16.7
KITCHEN/BATHROOM REMODELING COMPANIES	426	9,610	116	510	120	310	60.8	100	130	230	45.1	50	80	130	25.5	130	25.5	20	3.9
LANDSCAPING/LAWN CARE/TREE CUTTING SERVICES (NOT 450)	470	27,490	48	2,220	32	1,230	55.4	440	510	950	42.8	250	280	530	23.9	620	27.9	120	5.4
MASONRY/CEMENT/SURFACE REFINISHING	407	9,840	114	590	109	350	59.3	170	110	280	47.5	40	70	110	18.6	160	27.1	40	6.8
MOBILE/MODULAR HOME DEALERS	430	13,740	85	1,300	63	910	70.0	250	450	700	53.8	110	210	320	24.6	210	16.2	70	5.4
MOBILE HOME PARKS	429	1,800	262	80	257	50	62.5	20	20	40	50.0	10	10	20	25.0	10	12.5	10	12.5
MOBILE HOME SERVICES	431	3,410	202	200	186	110	55.0	30	50	80	40.0	20	30	50	25.0	60	30.0	10	5.0
PAINTING/WALLPAPERING CONTRACTORS	432	18,360	73	1,210	66	610	50.4	130	300	430	35.5	100	180	280	23.1	390	32.2	110	9.1
PAVING CONTRACTORS	435	24,870	55	1,190	69	500	42.0	130	240	370	31.1	100	130	230	19.3	450	37.8	140	11.8
PLUMBING CONTRACTORS	438	27,350	49	1,980	40	1,260	63.6	350	490	840	42.4	190	420	610	30.8	420	21.2	110	5.6
PORCELAIN/FIBERGLASS REFINISHING COMPANIES	462	2,750	223	150	209	80	53.3	40	20	60	40.0	10	20	30	20.0	20	13.3	40	26.7
PORCH AND PATIO/DECK SALES AND SERVICES	471	3,340	204	90	247	40	44.4	10	20	30	33.3	10	10	20	22.2	30	33.3	10	11.1
RADON TESTING/SERVICING	480	2,300	244	60	281	30	50.0	10	10	20	33.3	0	10	10	16.7	30	50.0	0	0.0
ROOFING AND GUTTERING SERVICE/SHEET METAL	440	108,140	5	3,640	14	2,030	55.8	780	740	1,520	41.8	350	510	860	23.6	950	26.1	310	8.5

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SEPTIC TANK SERVICES/INSTALLATION	439	4,540	179	200	184	110	55.0	30	40	70	35.0	20	40	60	30.0	60	30.0	10	5.0
SIDING CONTRACTORS	445	30,030	42	890	78	560	62.9	180	260	440	49.4	60	120	180	20.2	210	23.6	60	6.7
SOLAR HEATING AND COOLING	442	2,660	226	130	220	70	53.8	20	30	50	38.5	20	20	40	30.8	30	23.1	10	7.7
SPA/JACUZZI SALES AND SERVICE	444	5,310	162	340	153	230	67.6	80	90	170	50.0	30	60	90	26.5	60	17.6	20	5.9
SWIMMING POOL CONSTRUCTION/SERVICE/SUPPLIES	450	35,090	34	1,550	52	1,020	65.8	250	440	690	44.5	170	330	500	32.3	240	15.5	120	7.7
WATER CONDITIONING COMPANIES	452	32,190	38	1,400	60	940	67.1	250	530	780	55.7	130	160	290	20.7	200	14.3	130	9.3
WATERPROOFING COMPANIES	455	24,540	56	530	117	380	71.7	150	170	320	60.4	50	60	110	20.8	80	15.1	20	3.8
WELDING SERVICES	454	1,020	292	80	251	30	37.5	10	10	20	25.0	10	10	20	25.0	30	37.5	10	12.5
WINDOWS/DOORS INSTALLATION AND SERVICE	447	40,780	28	1,980	39	1,340	67.7	510	550	1,060	53.5	130	280	410	20.7	370	18.7	140	7.1
OTHER HOME CONSTRUCTION/REMODELING AND MAINTENANCE	499	93,880	6	3,980	11	2,100	52.8	390	1,040	1,430	35.9	510	670	1,180	29.6	1,070	26.9	300	7.5
RETAIL																			
A. Stores																			
ANTIQUE SHOPS	501	1,810	261	170	200	100	58.8	40	30	70	41.2	30	30	60	35.3	30	17.6	10	5.9
APPAREL AND ACCESSORY SHOPS	500	9,480	118	2,070	36	1,450	70.0	410	630	1,040	50.2	150	410	560	27.1	360	17.4	110	5.3
APPLIANCE STORES	505	23,840	60	2,470	27	1,780	72.1	630	760	1,390	56.3	170	390	560	22.7	410	16.6	110	4.5
ART GALLERIES	502	1,450	279	100	236	60	60.0	10	40	50	50.0	10	10	20	20.0	20	20.0	10	10.0
BOOK STORES	503	1,320	282	130	222	90	69.2	30	50	80	61.5	10	10	20	15.4	20	15.4	10	7.7
BRIDAL SALONS	504	3,940	192	410	134	270	65.9	50	100	150	36.6	50	120	170	41.5	80	19.5	10	2.4
BUYING CLUBS/GROUP PURCHASING ORGANIZATIONS	508	23,900	59	460	126	340	73.9	80	170	250	54.3	50	90	140	30.4	40	8.7	30	6.5
CAMERA SHOPS	506	1,950	257	240	170	160	66.7	50	80	130	54.2	30	30	60	25.0	40	16.7	10	4.2
CATALOG SHOW ROOM MERCHANDISERS	505	2,640	228	170	204	130	76.5	70	50	120	70.6	10	10	20	11.8	20	11.8	10	5.9
COMPUTER SALES/SERVICE	512	24,240	57	1,760	45	940	53.4	280	470	750	42.6	130	190	320	18.2	540	30.7	150	8.5
DEPARTMENT STORES	510	12,020	98	2,820	20	2,370	84.0	950	1,100	2,050	72.7	130	320	450	16.0	210	7.4	110	3.9
DISCOUNT DEPARTMENT STORES	511	3,750	197	490	124	400	81.6	160	180	340	69.4	40	60	100	20.4	40	8.2	10	2.0
DRUG STORES/PHARMACIES	523	1,600	272	210	180	150	71.4	60	60	120	57.1	20	30	50	23.8	30	14.3	10	4.8
FABRIC STORES	536	2,070	253	140	213	110	78.6	40	50	90	64.3	10	20	30	21.4	20	14.3	0	0.0
FLOOR COVERING (INCLUDING CARPETING) STORES	535	39,510	30	3,680	13	2,390	64.9	640	1,000	1,640	44.6	390	750	1,140	31.0	740	20.1	160	4.3
FLORISTS	537	2,960	217	600	105	400	66.7	120	160	280	46.7	50	120	170	28.3	130	21.7	20	3.3
FRAMING/ART SUPPLY SHOPS	538	490	320	60	273	40	66.7	20	10	30	50.0	0	10	10	16.7	10	16.7	10	16.7
FURRIERS	539	360	325	60	272	30	50.0	10	10	20	33.3	10	10	20	33.3	10	16.7	10	16.7
GARDENING/NURSERY PRODUCTS STORES (NOT 470)	540	7,870	136	800	82	610	76.3	180	290	470	58.8	50	140	190	23.8	120	15.0	20	2.5
GIFT AND PARTY SHOPS	541	840	302	170	201	120	70.6	40	50	90	52.9	10	30	40	23.5	40	23.5	0	0.0
HARDWARE (LOCK, SAFE AND KEY SHOPS)	542	2,120	250	240	172	170	70.8	60	70	130	54.2	20	40	60	25.0	40	16.7	10	4.2
HOBBY/CRAFT SHOPS	543	1,250	284	150	208	90	60.0	20	50	70	46.7	10	20	30	20.0	40	26.7	10	6.7
HOME FURNISHING STORES (EXCEPT MATTRESS, WINDOW AND FLOOR COVERINGS)	545	42,470	24	6,820	5	4,800	70.4	1,550	2,060	3,610	52.9	520	1,190	1,710	25.1	1,090	16.0	410	6.0
JEWELRY STORES	550	15,890	79	3,240	17	2,740	84.6	1,820	570	2,390	73.8	140	350	490	15.1	280	8.6	80	2.5
LIQUOR STORES	546	510	317	40	295	40	100.0	30	10	40	100.0	0	0	0	0.0	0	0.0	0	0.0
MATTRESS AND BEDDING STORES	547	5,040	187	610	100	430	70.5	160	190	350	57.4	30	80	110	18.0	120	19.7	30	4.9
MUSIC/RECORD/CASSETTE TAPE/COMPACT DISK STORES	560	3,290	206	370	145	260	70.3	100	110	210	56.8	30	50	80	21.6	70	18.9	10	2.7
OFFICE EQUIPMENT AND SUPPLIES	562	13,200	89	2,320	30	1,540	66.4	400	970	1,370	59.1	200	170	370	15.9	410	17.7	170	7.3
PAWN SHOPS	563	1,020	294	130	225	110	84.6	30	50	80	61.5	0	30	30	23.1	20	15.4	0	0.0
PET AND PET SUPPLY SHOPS	561	3,870	195	600	106	400	66.7	110	180	290	48.3	60	110	170	28.3	120	20.0	20	3.3
PHOTO PROCESSING	565	5,940	150	970	75	740	76.3	210	420	630	64.9	50	110	160	16.5	140	14.4	40	4.1
PHOTO STUDIOS (EXCEPT DIRECT)	568	10,370	110	1,490	55	970	65.1	260	530	790	53.0	70	180	250	16.8	380	25.5	70	4.7
PRINTING/COPYING/TYPESETTING COMPANIES	567	4,060	189	400	137	250	62.5	80	100	180	45.0	30	70	100	25.0	100	25.0	20	5.0
SATELLITE/ANTENNA SALES AND SERVICE	564	3,070	213	250	167	140	56.0	50	50	100	40.0	20	40	60	24.0	70	28.0	20	8.0
SHOE STORES	566	1,550	275	390	138	280	71.8	80	130	210	53.8	20	70	90	23.1	70	17.9	20	5.1
SPORTING GOODS/BICYCLE STORES	577	3,140	211	580	112	370	63.8	110	170	280	48.3	60	90	150	25.9	130	22.4	20	3.4
TELEPHONE EQUIPMENT	578	5,480	158	420	133	240	57.1	70	120	190	45.2	30	50	80	19.0	110	26.2	40	9.5
TV/RADIO/PHONOG./VCR/CASSETTE-DISK PLAYER STORES	580	13,180	90	3,370	16	2,870	85.2	1,940	650	2,590	76.9	120	280	400	11.9	300	8.9	80	2.4

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TOBACCO STORES	581	170	330	20	317	20	100.0	10	0	10	50.0	0	10	10	50.0	0	0.0	0	0.0
TOY STORES	582	680	308	100	235	60	60.0	20	20	40	40.0	10	20	30	30.0	30	30.0	0	0.0
TUXEDO/GOWN SALES AND RENTALS	583	920	300	90	248	60	66.7	10	30	40	44.4	10	20	30	33.3	20	22.2	0	0.0
UNIFORM SALES AND RENTALS	584	410	323	50	289	40	80.0	10	20	30	60.0	0	10	10	20.0	10	20.0	0	0.0
VACUUM CLEANER SALES AND SERVICE	586	10,570	108	500	122	310	62.0	80	140	220	44.0	40	90	130	26.0	130	26.0	20	4.0
VIDEO TAPE RENTAL/SALES	587	2,620	232	380	142	210	55.3	60	90	150	39.5	30	60	90	23.7	120	31.6	20	5.3
WINDOW ACCESSORY/COVERING/DRAPERY COMPANIES	588	5,630	155	800	107	420	70.0	120	200	320	53.3	30	100	130	21.7	120	20.0	30	5.0
OTHER RETAIL STORES	599	47,690	21	4,490	9	2,810	62.6	810	1,280	2,090	46.5	380	720	1,100	24.5	1,020	22.7	280	6.2
B. Direct Selling Companies (In Home)																			
CLEANING SUPPLIES	513	2,820	222	210	182	130	61.9	90	30	120	57.1	0	10	10	4.8	70	33.3	10	4.8
COOKWARE/CUTLERY	517	8,340	129	60	279	40	66.7	10	20	30	50.0	0	10	10	16.7	20	33.3	0	0.0
COSMETICS	514	2,510	235	30	309	20	66.7	10	10	20	66.7	10	0	10	33.3	0	0.0	0	0.0
ENCYCLOPEDIAS/BOOKS	515	4,470	181	100	240	80	80.0	20	40	60	60.0	0	20	20	20.0	20	20.0	0	0.0
MAGAZINES	520	13,900	84	1,740	46	1,430	82.2	740	510	1,250	71.8	120	180	300	17.2	130	7.5	60	3.4
PHOTOGRAPHERS	525	3,610	200	500	121	350	70.0	60	230	290	58.0	40	60	100	20.0	90	18.0	20	4.0
OTHER DIRECT SELLING (PARTY PLANS,ETC.)	530	31,470	40	1,420	59	1,140	80.3	400	530	930	65.5	60	210	270	19.0	160	11.3	60	4.2
C. Ordered Product Sales																			
BOOK/RECORD/TAPE CLUBS	554	5,190	163	1,940	41	1,670	86.1	820	770	1,590	82.0	60	80	140	7.2	170	8.8	40	2.1
CATALOGUES BY MAIL, INCLUDING CATALOGUES AND BILL INSERTS OF RETAIL ESTABLISHMENTS	556	33,570	36	5,700	8	4,520	79.3	1,630	2,600	4,230	74.2	250	290	540	9.5	740	13.0	190	3.3
DIRECT MARKETING (OTHER THAN CATALOGUES) E.G., FLYERS IN THE MAIL, ETC.	555	62,260	14	7,170	4	4,950	69.0	3,040	1,670	4,710	65.7	400	240	640	8.9	1,330	18.5	490	6.8
VIA NEWSPAPER/MAGAZINE ADVERTISING	557	18,570	72	4,270	10	3,330	78.0	1,850	1,370	3,220	75.4	80	110	190	4.4	620	14.5	240	5.6
MAGAZINE SUBSCRIPTIONS BY MAIL	553	19,240	68	3,940	12	3,250	82.5	1,270	1,890	3,160	80.2	100	90	190	4.8	420	10.7	170	4.3
MAGAZINE SUBSCRIPTIONS BY TELEPHONE	559	11,100	104	740	86	550	74.3	260	240	500	67.6	50	50	100	13.5	110	14.9	30	4.1
TELEVISION HOME SHOPPING SERVICES	551	4,240	184	350	152	310	88.6	50	250	300	85.7	0	10	10	2.9	10	2.9	30	8.6
TV/RADIO ADVERTISING (including "30 minute commercials")	558	9,030	122	2,590	23	2,480	95.8	1,080	1,100	2,180	83.4	40	320	360	13.9	40	1.5	30	1.2
OTHER ORDERED PRODUCT SALES	569	31,370	41	3,140	18	2,170	69.1	1,090	930	2,020	64.3	50	150	200	6.4	500	15.9	420	13.4
D. Telemarketing and Other Promotions - Prizes (boats, cycles, etc.)																			
ADVERTISING SPECIALTY COMPANIES	901	44,730	22	580	110	330	56.9	160	140	300	51.7	20	30	50	8.6	180	31.0	50	8.6
"MARKETING RESEARCH" COMPANIES	902	7,870	135	130	224	80	61.5	40	30	70	53.8	10	10	20	15.4	20	15.4	20	15.4
"PAPER PIRATES"/OFFICE SUPPLIES	903	4,060	188	20	313	10	50.0	0	10	10	50.0	0	0	0	0.0	10	50.0	0	0.0
SWEEPSTAKES, CONTESTS, AND GAMES (NOT INCLUDING THOSE FOR CHARITIES)	904	80,040	8	380	141	170	44.7	80	80	160	42.1	60	10	70	18.4	110	28.9	40	10.5
TIMESHARE CAMPGROUND/RESORT PROMOTIONS	905	18,670	71	480	125	320	66.7	130	130	260	54.2	50	60	110	22.9	90	18.8	20	4.2
VACATION CERTIFICATE/VOUCHER COMPANIES	908	74,900	9	1,230	65	660	53.7	220	280	500	40.7	110	160	270	22.0	250	20.3	210	17.1
OTHER PROMOTIONS - PRIZE OFFERS	909	33,110	37	610	101	320	52.5	140	170	310	50.8	50	10	60	9.8	130	21.3	110	18.0
OTHER TELEPHONE SOLICITATIONS	919	20,130	66	550	116	420	76.4	240	170	410	74.5	30	10	40	7.3	80	14.5	20	3.6
SERVICES																			
A. Soliciting Organizations																			
ADVERTISING FOR CHARITY PUBLICATIONS	600	11,480	102	280	181	140	50.0	60	60	120	42.9	20	20	40	14.3	80	28.6	40	14.3
CHARITY - LOCAL	614	32,020	39	100	239	80	80.0	30	40	70	70.0	10	10	20	20.0	10	10.0	0	0.0
CHARITY - NATIONAL	615	56,050	15	130	221	100	76.9	40	50	90	69.2	0	10	10	7.7	20	15.4	10	7.7
CIVIC/BUSINESS MEMBERSHIP	617	7,860	137	10	321	10	100.0	10	0	10	100.0	0	0	0	0.0	0	0.0	0	0.0
GENERAL MEMBERSHIP/LOBBYING	616	6,410	147	70	267	50	71.4	10	30	40	57.1	10	10	20	28.6	10	14.3	0	0.0
FOR-PROFIT FUND-RAISING COMPANIES	618	8,470	128	60	277	30	50.0	10	10	20	33.3	0	10	10	16.7	30	50.0	0	0.0
POLICE/FIRE/FRATERNAL	619	14,550	82	50	285	40	80.0	10	20	30	60.0	0	10	10	20.0	10	20.0	0	0.0
OTHER SOLICITING ORGANIZATIONS	649	5,420	159	340	154	320	94.1	300	10	310	91.2	0	10	10	2.9	20	5.9	0	0.0
B. Other Services																			
ADOPTION SERVICES	603	490	319	0															

Type of Business	Code	Report Number	Requests Rank	Complaints Number	Rank	Settled Number	%	Satiefied Positive	Satisfied Assumed	Total Satisfied Number	%	Dissatisfied ---	AJR*	Total Dissatisfied Number	%	No Response Number	%	Unpursuable Number	%
ADVERTISING/MARKETING AGENCIES	602	8,230	132	650	94	300	46.2	80	140	220	33.8	50	80	130	20.0	240	36.9	60	9.2
AIR CHARTER SERVICES	604	400	324	0															
AIRLINES	605	1,740	285	360	148	290	80.6	100	140	240	66.7	30	50	80	22.2	20	5.6	20	5.6
AMUSEMENT PARKS	606	530	314	80	253	40	50.0	10	20	30	37.5	10	10	20	25.0	20	25.0	10	12.5
APPLIANCE REPAIR	610	19,180	70	2,710	21	1,670	61.6	420	760	1,180	43.5	270	490	760	28.0	610	22.5	160	5.9
AUCTIONS/AUCTIONEERS	607	1,050	289	80	249	50	62.5	10	20	30	37.5	0	20	20	25.0	20	25.0	10	12.5
BEAUTY PAGEANTS	608	5,320	161	100	241	80	80.0	30	10	40	40.0	10	20	30	30.0	20	20.0	10	10.0
CABLE/PAY TELEVISION COMPANIES	612	10,180	111	1,800	43	1,490	82.8	560	690	1,250	69.4	90	240	330	18.3	180	10.0	40	2.2
CARPET/UPHOLSTERY CLEANING	613	42,780	23	1,780	44	960	53.9	310	390	700	39.3	240	260	500	28.1	460	25.8	120	6.7
CLEANING/JANITORIAL SERVICES	639	7,670	139	350	149	190	54.3	40	80	120	34.3	60	70	130	37.1	90	25.7	10	2.9
COMPUTER PROGRAMMING SERVICES	643	1,820	260	110	234	80	72.7	40	20	60	54.5	10	20	30	27.3	20	18.2	0	0.0
COMPUTERIZED LISTING SERVICES (EXCLUDING FOR AUTOS, APARTMENTS AND HOMES)	632	3,560	201	30	299	20	66.7	10	10	20	66.7	0	0	0	0.0	10	33.3	0	0.0
COUPON BOOK PROMOTIONS	622	9,950	113	300	158	120	40.0	50	60	110	36.7	20	10	30	10.0	130	43.3	30	10.0
CRUISE LINES	623	2,110	251	440	130	410	93.2	360	30	390	88.6	10	20	30	6.8	20	4.5	0	0.0
DELIVERY/MESSENGER SERVICES	624	1,420	281	200	185	130	65.0	30	70	100	50.0	10	30	40	20.0	50	25.0	10	5.0
DIRECTORIES (E.G., YELLOW PAGES)	633	5,060	166	460	127	260	56.5	100	130	230	50.0	30	30	60	13.0	140	30.4	30	6.5
DRY CLEANING/LAUNDRY COMPANIES	620	17,280	77	6,010	7	3,880	64.6	1,540	1,380	2,920	48.6	740	960	1,700	28.3	1,200	20.0	190	3.2
EMPLOYMENT SERVICES/TEMP. AGENCIES	625	53,650	18	1,190	67	790	66.4	190	400	590	49.6	150	200	350	29.4	170	14.3	80	6.7
ENTERTAINMENT SERVICES (E.G., DJ'S)	621	2,630	230	200	183	130	65.0	50	50	100	50.0	10	30	40	20.0	50	25.0	10	5.0
EXECUTIVE COUNSELING FIRMS	626	2,450	236	30	300	20	66.7	0	10	10	33.3	10	10	20	66.7	0	0.0	0	0.0
FREIGHT FORWARDERS	634	910	301	140	218	70	50.0	20	30	50	35.7	10	20	30	21.4	50	35.7	10	7.1
FUNERAL DIRECTORS	630	2,980	215	120	229	90	75.0	20	50	70	58.3	10	20	30	25.0	20	16.7	0	0.0
FUNERAL RELATED SERVICES	631	4,920	169	360	146	280	77.8	150	80	230	63.9	20	50	70	19.4	40	11.1	20	5.6
HOTELS/MOTELS/RESORTS	637	8,180	133	2,090	35	1,360	65.1	410	580	990	47.4	260	370	630	30.1	380	18.2	90	4.3
IMPORTERS/EXPORTERS	638	700	306	30	307	20	66.7	10	10	20	66.7	0	0	0	0.0	10	33.3	0	0.0
INVENTION MARKETING COMPANIES	627	9,560	117	70	266	50	71.4	10	40	50	71.4	10	0	10	14.3	0	0.0	10	14.3
JOB LISTING/ADVISORY SERVICES	628	20,330	65	390	139	200	51.3	70	80	150	38.5	40	50	90	23.1	100	25.6	50	12.8
LIMOUSINE/TAXI/BUS SERVICES	629	3,900	194	440	131	250	56.8	70	120	190	43.2	40	60	100	22.7	120	27.3	30	6.8
MARKET RESEARCH (SURVEY) COMPANIES	645	6,720	145	70	264	60	85.7	20	30	50	71.4	0	10	10	14.3	10	14.3	0	0.0
MEDIA (TV, RADIO, NEWSPAPER AND MAGAZINE)	641	4,580	178	420	132	330	78.6	140	130	270	64.3	30	60	90	21.4	50	11.9	10	2.4
MODELING/TALENT AGENCIES	642	28,420	46	180	195	100	55.6	30	40	70	38.9	10	30	40	22.2	50	27.8	20	11.1
MOVING/STORAGE COMPANIES	650	36,290	33	2,350	28	1,520	64.7	380	650	1,030	43.8	290	490	780	33.2	430	18.3	110	4.7
PARKING LOTS/GARAGES	652	580	312	70	261	50	71.4	10	20	30	42.9	10	20	30	42.9	10	14.3	0	0.0
PET SERVICES (GROOMING, TRAINING, BOARDING)	653	2,510	234	190	194	120	63.2	40	50	90	47.4	20	30	50	26.3	40	21.1	10	5.3
PRIVATE INVESTIGATION SERVICES	677	2,330	242	70	260	30	42.9	10	10	20	28.6	10	10	20	28.6	20	28.6	10	14.3
RECORDING/MUSIC BUSINESS	681	3,360	203	70	259	40	57.1	10	20	30	42.9	10	10	20	28.6	10	14.3	10	14.3
REFUSE/TRASH REMOVAL SERVICES	682	2,260	246	220	178	150	68.2	50	70	120	54.5	10	30	40	18.2	50	22.7	10	4.5
RENTAL COMPANIES (FURNITURE, TVS, ETC.)	683	2,830	221	300	156	210	70.0	40	110	150	50.0	20	60	80	26.7	60	20.0	10	3.3
RENT-TO-OWN COMPANIES	678	2,870	225	140	218	90	64.3	30	40	70	50.0	10	20	30	21.4	40	28.6	0	0.0
RESUME SERVICES	684	1,130	286	50	287	20	40.0	0	10	10	20.0	10	10	20	40.0	20	40.0	0	0.0
SECRETARIAL SERVICES	686	1,020	293	0															
SEMINARS	687	9,010	123	310	155	290	93.5	40	230	270	87.1	10	20	30	9.7	10	3.2	0	0.0
SHOE REPAIR SERVICE	657	720	305	90	245	50	55.6	10	20	30	33.3	10	20	30	33.3	30	33.3	0	0.0
SNOW REMOVAL SERVICES	679	330	327	20	311	0	0.0	0	0	0	0.0	0	0	0	0.0	20	100.0	0	0.0
TAILORING/ALTERATIONS	684	480	321	100	237	60	60.0	10	30	40	40.0	10	20	30	30.0	30	30.0	0	0.0
TAXIDERMY	663	350	326	50	290	20	40.0	10	10	20	40.0	10	0	10	20.0	20	40.0	0	0.0
TELEPHONE COMPANIES (LOCAL AND LONG-DISTANCE)	665	12,970	93	1,180	70	930	78.8	280	510	790	66.9	60	140	200	16.9	130	11.0	60	5.1
TV/STEREO/RADIO/VCR SERVICING ESTABLISHMENTS	655	12,840	94	2,040	37	1,320	64.7	350	590	940	46.1	210	380	590	28.9	440	21.6	70	3.4
TOURIST ATTRACTIONS/THEME PARKS	666	1,600	273	120	231	110	91.7	40	50	90	75.0	0	20	20	16.7	10	8.3	0	0.0
TRAVEL AGENCIES/CLUBS/DISCOUNT TRAVEL SERVICES	675	52,190	19	2,580	24	1,720	66.7	460	850	1,310	50.8	200	410	610	23.6	480	18.6	180	7.0
UPHOLSTERY COMPANIES	685	13,090	91	820	81	370	45.1	90	190	280	34.1	40	90	130	15.9	310	37.8	100	12.2

Table IV, continued

Type of Business	Code	Report Requests Number	Rank	Complaints Number	Rank	Settled Number	%	Satisfied Positive	Satisfied Assumed	Total Satisfied Number	%	Dissatisfied ---	AJR*	Total Dissatisfied Number	%	No Response Number	%	Unpursuable Number	%
UTILITY COMPANIES (ELECTRIC/GAS/WATER)	680	4,710	174	610	102	450	73.8	140	220	360	59.0	40	90	130	21.3	90	14.8	30	4.9
VANITY PUBLISHERS - BOOKS AND MUSIC	692	3,180	210	180	197	90	50.0	40	30	70	38.9	0	20	20	11.1	20	11.1	70	38.9
VIDEO INSTRUCTION TAPES	694	1,470	277	30	306	30	100.0	20	0	20	66.7	0	10	10	33.3	0	0.0	0	0.0
VIDEO SERVICES (E.G. TAPING WEDDINGS, ETC.)	696	2,080	252	160	205	80	50.0	40	30	70	43.8	10	10	20	12.5	50	31.3	20	12.5
OTHER SERVICES	699	183,060	1	8,680	2	4,730	54.5	1,460	2,210	3,670	42.3	640	1,060	1,700	19.6	2,390	27.5	920	10.6
MANUFACTURERS/PRODUCTS (NOT ELSEWHERE CLASSIFIED)	700	26,240	52	2,490	26	1,940	77.9	520	1,000	1,520	61.0	150	420	570	22.9	290	11.6	110	4.4
REBATE OFFERS	710	1,010	295	640	95	550	85.9	220	290	510	79.7	40	40	80	12.5	20	3.1	30	4.7
WHOLESALERS/DISTRIBUTORS	750	13,250	88	610	103	450	73.8	90	250	340	55.7	40	110	150	24.6	90	14.8	30	4.9
BUSINESS TO BUSINESS SERVICES																			
ANSWERING SERVICES/MAIL DROPS	801	1,020	291	80	250	40	50.0	10	20	30	37.5	0	10	10	12.5	40	50.0	0	0.0
BUSINESS CONSTRUCTION/OFFICE REMODELING	805	310	328	10	319	0	0.0									10	100.0	0	0.0
COFFEE/FOOD SERVICE	810	560	313	30	302	20	66.7	10	10	20	66.7	0	0	0	0.0	10	33.3	0	0.0
GUARD/SECURITY SERVICES	815	2,210	248	40	293	20	50.0	10	10	20	50.0	0	0	0	0.0	20	50.0	0	0.0
OTHER BUSINESS TO BUSINESS SERVICES	899	4,730	173	300	157	170	56.7	60	90	150	50.0	20	20	40	13.3	90	30.0	20	6.7
NOT ELSEWHERE CLASSIFIED	999	601,940		10,510		6,180		1,170	3,790	4,960		870	1,220	2,090		2,160		1,300	

COUNCIL OF BETTER BUSINESS BUREAUS ANNUAL ACTIVITY REPORT - 1990

Complaints Ranked by Settlement Index

Type of Business	Code	Report Requests Number	Rank	Complaints Number	Rank	Settled Number	%	Satisfied Positive	Satisfied Assumed	Total Satisfied Number	%	Dissatisfied ---	Dissatisfied AJR*	Total Dissatisfied Number	%	No Response Number	%	Unpursuable Number	%
				Settlement Index		88.4													
TOTALS		5,135,650		283,500		193,790		70,840	84,070	155,010	54.7	22,400	38,780	61,180	21.6	48,730	17.2	18,580	6.6
CIVIC/BUSINESS MEMBERSHIP	617	7,860	131	10	321	10	100.0	10		10	100.0								
MARINE ELECTRICAL SERVICE	076	1,890	258	10	320	10	100.0		10	10	100.0								
DEBT CONSOLIDATION/DEBT MANAGEMENT SERVICES	122	7,840	138	30	308	30	100.0	10	10	20	66.7		10	10	33.3				
LIQUOR STORES	546	510	317	40	295	40	100.0	30	10	40	100.0								
VIDEO INSTRUCTION TAPES	694	1,470	277	30	306	30	100.0	20		20	66.7		10	10	33.3				
NURSING SERVICES (INCL I-HOME CARE)	331	2,650	227	30	301	30	100.0	10	10	20	66.7		10	10	33.3				
- LIFE INSURANCE	131b	10,570	107	40	296	40	100.0	20	10	30	75.0		10	10	25.0				
AIRPORTS	085	160	331	10	318	10	100.0	10		10	100.0								
TOBACCO STORES	581	170	330	20	317	20	100.0	10		10	50.0		10	10	50.0				
AUTO CLUBS	031	1,200	285	70	262	70	100.0	20	30	50	71.4		20	20	28.6				
TV/RADIO ADVERTISING (INCLUDING :30 MINUTE	558	9,030	122	2,590	23	2,480	95.8	1,050	1,100	2,160	83.4	40	320	360	13.9	40	1.5	30	1.2
OTHER SOLICITING ORGANIZATIONS	649	5,420	158	340	154	320	94.1	300	10	310	91.2		10	10	2.9	20	5.9		
SEMINARS	687	9,010	123	310	155	290	93.5	40	230	270	87.1	10	20	30	9.7	10	3.2		
CRUISE LINES	623	2,110	251	440	130	410	93.2	360	30	390	88.6	10	20	30	6.8	20	4.5		
TOURIST ATTRACTIONS/THEME PARKS	666	1,600	273	120	231	110	91.7	40	50	90	75.0		20	20	16.7	10	8.3		
CREDIT REPORTING COMPANIES	121	6,480	146	700	90	630	90.0	130	430	560	80.0	20	70	90	12.9	30	4.3	20	2.9
- ACCIDENT & HEALTH INSURANCE	132b	10,400	109	90	246	80	88.9	50	10	60	66.7	10	20	30	33.3				
TELEVISION HOME SHOPPING SERVICES	551	4,240	184	350	152	310	88.6	50	250	300	85.7		10	10	2.9	10	2.9	30	8.6
BOOK/RECORD/TAPE CLUBS	554	5,190	163	1,940	41	1,670	86.1	820	770	1,590	82.0	60	80	140	7.2	170	8.8	40	2.1
REBATE OFFERS	710	1,010	295	640	95	550	85.9	220	290	510	79.7	40	40	80	12.5	20	3.1	30	4.7
CREDIT UNIONS	111	3,210	208	140	215	120	85.7	30	60	90	64.3	10	30	40	28.6	10	7.1		
NURSING HOMES	332	3,940	191	70	263	60	85.7	30	20	50	71.4	10	10	20	28.6				
MARKET RESEARCH (SURVEY) COMPANIES	645	6,720	145	70	264	60	85.7	20	30	50	71.4		10	10	14.3	10	14.3		
OTHER FRANCHISE/BUSINESS PROMOTIONS	149	4,730	172	270	164	230	85.2	230		230	85.2					20	7.4	20	7.4
TV/RADIO/PHONOG./VCR/CASSETTE-DISK PLAYER STORES	580	13,180	90	3,370	16	2,870	85.2	1,940	650	2,590	76.9	120	280	400	11.9	300	8.9	80	2.4
BANKS	100	23,310	63	1,480	56	1,260	85.1	480	570	1,050	70.9	80	210	290	19.6	90	6.1	50	3.4
PAWN SHOPS	563	1,020	294	130	225	110	84.6	30	50	80	61.5		30	30	23.1	20	15.4		
JEWELRY STORES	550	15,890	79	3,240	17	2,740	84.6	1,820	570	2,390	73.8	140	350	490	15.1	280	8.6	80	2.5
DEPARTMENT STORES	510	12,020	98	2,820	20	2,370	84.0	950	1,100	2,050	72.7	130	320	450	16.0	210	7.4	110	3.9
AUTO MANUFACTURERS	001	14,860	81	3,630	15	3,030	83.5	1,540	1,260	2,800	77.1	40	230	270	7.4	50	1.4	510	14.0
TRUCKS AND HEAVY EQUIPMENT DEALERS	055	1,580	274	60	280	50	83.3	10	20	30	50.0		20	20	33.3	10	16.7		
- AUTO INSURANCE	133b	5,100	154	120	228	100	83.3	50	20	70	58.3	10	30	40	33.3	10	8.3		
SAVINGS AND LOANS	113	15,410	80	180	199	150	83.3	30	100	130	72.2	10	20	30	16.7	20	11.1		
OTHER CREDIT-RELATED SERVICES	129	6,990	143	350	151	290	82.9	210	60	270	77.1	10	20	30	8.6	30	8.6	20	5.7
CABLE/PAY TELEVISION COMPANIES	612	10,180	111	1,800	43	1,490	82.8	560	690	1,250	69.4	90	240	330	18.3	180	10.0	40	2.2
MAGAZINE SUBSCRIPTIONS BY MAIL	553	19,240	68	3,940	12	3,250	82.5	1,270	1,890	3,160	80.2	100	90	190	4.8	420	10.7	170	4.3
MAGAZINES	520	13,900	84	1,740	46	1,430	82.2	740	510	1,250	71.8	120	180	300	17.2	130	7.5	60	3.4
PRIVATE EDUCATIONAL SCHOOLS/COLLEGES	662	7,020	142	110	232	90	81.8	20	30	50	45.5	10	40	50	45.5			10	9.1
- ACCIDENT & HEALTH INSURANCE	132	23,950	58	710	89	580	81.7	270	220	490	69.0	50	90	140	19.7	50	7.0	30	4.2
AUTO DEALERS, FRANCHISED (NEW & USED SALES)	000	89,150	7	14,240	1	11,630	81.7	2,910	5,350	8,260	58.0	1,260	3,370	4,630	32.5	740	5.2	610	4.3
DISCOUNT DEPARTMENT STORES	511	3,750	197	490	124	400	81.6	160	180	340	69.4	40	60	100	20.4	40	8.2	10	2.0
AUTO EXTENDED SERVICE CONTRACT COMPANIES	032	13,530	86	270	182	220	81.5	50	130	180	66.7	20	40	60	22.2	20	7.4	10	3.7
COLLECTION AGENCIES	120	19,680	67	1,920	42	1,560	81.3	640	720	1,360	70.8	80	200	280	14.6	210	10.9	70	3.6
AIRLINES	605	1,740	265	360	148	290	80.6	100	140	240	66.7	30	50	80	22.2	20	5.6	20	5.6
OTHER DIRECT SELLING (PARTY PLANS,ETC.)	530	31,470	40	1,420	59	1,140	80.3	400	530	930	65.5	60	210	270	19.0	160	11.3	60	4.2
OTHER INSURANCE	130	51,190	20	1,470	57	1,180	80.3	400	590	990	67.3	80	190	270	18.4	120	8.2	90	6.1
CONVENIENCE/DAIRY STORES	213	750	304	50	284	40	80.0	10	20	30	60.0		10	10	20.0	10	20.0		
OTHER INSTITUTIONS	119	3,940	193	250	165	200	80.0	130	50	180	72.0		20	20	8.0	30	12.0	20	8.0

Type of Business	Code	Report Requests Number	Rank	Complaints Number	Rank	Settled Number	%	Satisfied Positive	Satisfied Assumed	Total Satisfied Number	%	Dissatisfied ---	AJR#	Total Dissatisfied Number	%	No Response Number	%	Unpursuable Number	%
CHARITY - LOCAL	614	32,020	39	100	239	80	80.0	30	40	70	70.0	10	10	20	20.0	10	10.0		
ENCYCLOPEDIAS/BOOKS	515	4,470	181	100	240	80	80.0	20	40	60	60.0		20	20	20.0	20	20.0		
HOME INSPECTION SERVICES	151	2,630	231	50	286	40	80.0	10	20	30	60.0	10	10	20	40.0				
POLICE/FIRE/FRATERNAL	619	14,550	82	50	285	40	80.0	10	20	30	60.0		10	10	20.0	10	20.0		
UNIFORM SALES AND RENTALS	584	410	323	50	289	40	80.0	10	20	30	60.0		10	10	20.0	10	20.0		
CATALOGUES BY MAIL, INCLUDING CATALOGUES	556	33,570	36	5,700	8	4,520	79.3	1,630	2,600	4,230	74.2	250	290	540	9.5	740	13.0	190	3.3
OPTOMETRISTS	333	2,380	240	190	188	150	78.9	50	50	100	52.6	20	50	70	36.8	20	10.5		
TELEPHONE COMPANIES (LOCAL AND LONG-DISTANCE)	665	12,970	93	1,180	70	930	78.8	280	510	790	66.9	60	140	200	16.9	130	11.0	60	5.1
MEDIA (TV, RADIO, NEWSPAPER AND MAGAZINE)	641	4,580	178	420	132	330	78.6	140	130	270	64.3	30	60	90	21.4	50	11.9	10	2.4
FABRIC STORES	536	2,070	253	140	213	110	78.6	40	50	90	64.3	10	20	30	21.4	20	14.3		
HOSPITALS/CLINICS	330	6,270	148	920	77	720	78.3	200	380	580	63.0	70	140	210	22.8	90	9.8	40	4.3
FOOD STORES - CHAIN	205	2,440	237	230	173	180	78.3	70	80	150	65.2	10	30	40	17.4	30	13.0	10	4.3
VIA NEWSPAPER/MAGAZINE ADVERTISING	557	18,570	72	4,270	10	3,330	78.0	1,850	1,370	3,220	75.4	80	110	190	4.4	620	14.5	240	5.6
MANUFACTURERS/PRODUCTS	700	26,240	52	2,490	26	1,940	77.9	520	1,000	1,520	61.0	150	420	570	22.9	290	11.6	110	4.4
TIRE/BATTERY/ACCESSORIES SHOPS	015	13,040	92	2,030	38	1,580	77.8	440	710	1,150	56.7	140	430	570	28.1	230	11.3	80	3.9
FUNERAL RELATED SERVICES	631	4,920	169	360	146	280	77.8	150	80	230	63.9	20	50	70	19.4	40	11.1	20	5.6
FUEL OIL COMPANIES	416	4,230	185	360	147	280	77.8	110	110	220	61.1	20	60	80	22.2	50	13.9	10	2.8
CHIROPRACTIC DOCTORS AND CLINICS	304	2,920	218	130	223	100	76.9	30	40	70	53.8	10	30	40	30.8	20	15.4		
CHARITY - NATIONAL	615	56,050	15	130	221	100	76.9	40	50	90	69.2		10	10	7.7	20	15.4	10	7.7
CATALOG SHOW ROOM MERCHANDISERS	509	2,640	228	170	204	130	76.5	70	50	120	70.6	10	10	20	11.8	20	11.8	10	5.9
OTHER TELEPHONE SOLICITATIONS	919	20,130	66	550	116	420	76.4	240	170	410	74.5	30	10	40	7.3	80	14.5	20	3.6
PHOTO PROCESSING	565	5,940	150	970	75	740	76.3	210	420	630	64.9	50	110	160	16.5	140	14.4	40	4.1
GARDENING/NURSERY PRODUCTS STORES (NOT 470)	540	7,870	136	800	82	610	76.3	180	290	470	58.8	50	140	190	23.8	120	15.0	20	2.5
INSULATION COMPANIES	422	7,210	140	210	181	160	76.2	110	30	140	66.7	10	20	30	14.3	30	14.3	10	4.8
- LIFE INSURANCE	131	38,890	31	460	128	350	76.1	110	200	310	67.4	50	40	90	19.6	20	4.3	40	8.7
OPTICAL SERVICES	334	11,740	100	1,190	68	900	75.6	300	360	660	55.5	90	240	330	27.7	160	13.4	40	3.4
TRADE/VOCATIONAL SCHOOLS	670	126,940	4	840	79	630	75.0	160	320	480	57.1	80	150	230	27.4	80	9.5	50	6.0
- PROPERTY DAMAGE/HOME OWNER/RENTER	134b	2,350	241	40	291	30	75.0	10	10	20	50.0	10	10	20	50.0				
SELF-DEFENSE STUDIOS	324	520	316	40	297	30	75.0	10	10	20	50.0		10	10	25.0	10	25.0		
FUNERAL DIRECTORS	630	2,980	215	120	229	90	75.0	20	50	70	58.3	10	20	30	25.0	20	16.7		
AIRCRAFT DEALERS/SUPPLIES	080	1,060	288	40	294	30	75.0	10	10	20	50.0		10	10	25.0	10	25.0		
TITLE COMPANIES	158	1,000	296	40	292	30	75.0	10	10	20	50.0		10	10	25.0	10	25.0		
RECREATIONAL VEHICLE DEALERS/VAN CONVERSION	060	5,490	157	510	119	380	74.5	110	170	280	54.9	30	100	130	25.5	80	15.7	20	3.9
MAGAZINE SUBSCRIPTIONS BY TELEPHONE	559	11,100	104	740	86	550	74.3	260	240	500	67.6	50	50	100	13.5	110	14.9	30	4.1
BUYING CLUBS/GROUP PURCHASING ORGANIZATIONS	508	23,900	59	460	126	340	73.9	80	170	250	54.3	50	90	140	30.4	40	8.7	30	6.5
UTILITY COMPANIES (ELECTRIC/GAS/WATER)	680	4,710	174	610	102	450	73.8	140	220	360	59.0	40	90	130	21.3	90	14.8	30	4.9
WHOLESALERS/DISTRIBUTORS	750	13,250	88	610	103	450	73.8	90	250	340	55.7	40	110	150	24.6	90	14.8	30	4.9
COMPUTER PROGRAMMING SERVICES	643	1,820	260	110	234	80	72.7	40	20	60	54.5	10	20	30	27.3	20	18.2		
MEDICAL LABORATORY SERVICES	337	1,690	267	110	233	80	72.7	40	30	70	63.6	10	10	20	18.2	20	18.2		
BUILDING MATERIALS AND SUPPLIES	405	10,030	112	720	68	520	72.2	170	220	390	54.2	50	130	180	25.0	110	15.3	40	5.6
APPLIANCE STORES	505	23,840	60	2,470	27	1,780	72.1	630	760	1,390	56.3	170	390	560	22.7	410	16.6	110	4.5
MORTGAGE AND ESCROW COMPANIES	112	23,480	62	570	113	410	71.9	130	180	310	54.4	40	100	140	24.6	90	15.8	30	5.3
SHOE STORES	566	1,550	275	390	138	280	71.8	80	130	210	53.8	20	70	90	23.1	70	17.9	20	5.1
WATERPROOFING COMPANIES	455	24,540	56	530	117	380	71.7	150	170	320	60.4	50	60	110	20.8	80	15.1	20	3.8
FOOD MANUFACTURERS, WHOLESALERS/DISTRIBUTORS	220	1,460	278	70	271	50	71.4	20	20	40	57.1		10	10	14.3	10	14.3	10	14.3
GENERAL MEMBERSHIP/LOBBYING	616	6,410	147	70	267	50	71.4	10	30	40	57.1	10	10	20	28.6	10	14.3		
FRANCHISE SELLING COMPANIES	125	4,160	187	70	258	50	71.4	20	20	40	57.1	10	10	20	28.6	10	14.3		
ALARM SYSTEMS DEALERS	400	29,490	44	630	96	450	71.4	130	240	370	58.7	50	80	130	20.6	110	17.5	20	3.2
EXTERMINATING SERVICES	410	39,550	29	1,260	64	900	71.4	270	380	650	51.6	110	250	360	28.6	200	15.9	50	4.0
DRUG STORES/PHARMACIES	523	1,600	272	210	180	150	71.4	60	60	120	57.1	20	30	50	23.8	30	14.3	10	4.8
ENERGY SAVINGS/MANAGEMENT COMPANIES	423	2,640	229	70	266	50	71.4	10	30	40	57.1	10	10	20	28.6	10	14.3		
DANCE SCHOOLS AND STUDIOS	309	1,800	264	70	270	50	71.4	10	30	40	57.1		10	10	14.3	10	14.3	10	14.3

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TRACTORS AND OTHER FARM EQUIPMENT DEALERS	050	630	310	70	265	50	71.4	20	20	40	57.1		10	10	14.3	20	28.6		
PARKING LOTS/GARAGES	652	580	312	70	261	50	71.4	10	20	30	42.9	10	20	30	42.9	10	14.3		
INVENTION MARKETING COMPANIES	627	9,560	117	70	268	50	71.4	10	40	50	71.4	10		10	14.3			10	14.3
DENTISTS/DENTAL CLINICS	300	9,100	121	520	118	370	71.2	110	160	270	51.9	60	100	160	30.8	50	9.6	40	7.7
HARDWARE (LOCK, SAFE AND KEY SHOPS)	542	2,120	250	240	172	170	70.8	60	70	130	54.2	20	40	60	25.0	40	16.7	10	4.2
FINANCIAL AID/SCHOLARSHIP COMPANIES	163	12,490	95	240	169	170	70.5	70	80	150	62.5	10	20	30	12.5	50	20.8	10	4.2
REPAIR SHOPS - TRANSMISSION	020	34,120	35	2,520	25	1,780	70.6	640	690	1,330	52.8	260	450	710	28.2	360	14.3	120	4.8
GIFT AND PARTY SHOPS	541	840	302	170	201	120	70.6	40	50	90	52.9	10	30	40	23.5	40	23.5		
MATTRESS AND BEDDING STORES	547	5,040	167	610	100	430	70.5	160	190	350	57.4	30	80	110	18.0	120	19.7	30	4.9
CONSUMER FINANCE AND LOAN COMPANIES	110	41,460	25	1,690	47	1,190	70.4	260	710	970	57.4	160	220	380	22.5	280	16.6	60	3.6
HOME FURNISHING STORES (EXCEPT MATTRESS,	545	42,470	24	6,820	5	4,800	70.4	1,550	2,060	3,610	52.9	520	1,190	1,710	25.1	1,090	16.0	410	6.0
MUSIC/RECORD/CASSETTE TAPE/COMPACT DISK STORES	560	3,290	206	370	145	260	70.3	100	110	210	56.8	30	50	80	21.6	70	18.9	10	2.7
CREDIT REPAIR SERVICES/SECURED CREDIT COMPANIES	118	25,690	53	740	85	520	70.3	210	180	390	52.7	40	130	170	23.0	120	16.2	60	8.1
APPAREL AND ACCESSORY SHOPS	500	9,480	118	2,070	36	1,450	70.0	410	630	1,040	50.2	150	410	560	27.1	360	17.4	110	5.3
AMBULANCE SERVICES	301	950	299	100	238	70	70.0	10	30	40	40.0	10	30	40	40.0	20	20.0		
PHOTOGRAPHERS	525	3,610	200	500	121	350	70.0	60	230	290	58.0	40	60	100	20.0	90	18.0	20	4.0
WINDOW ACCESSORY/COVERING/DRAPERY COMPANIES	588	5,630	155	600	107	420	70.0	120	200	320	53.3	30	100	130	21.7	120	20.0	30	5.0
MOBILE/MODULAR HOME DEALERS	430	13,740	85	1,300	63	910	70.0	250	450	700	53.8	110	210	320	24.6	210	16.2	70	5.4
RENTAL COMPANIES (FURNITURE, TVS, ETC.)	683	2,830	221	300	156	210	70.0	40	110	150	50.0	20	60	80	26.7	60	20.0	10	3.3
QUICK OIL AND LUBRICATION CENTERS	023	5,570	156	490	123	340	69.4	90	180	270	55.1	80	70	150	30.6	60	12.2	10	2.0
BOOK STORES	503	1,320	282	130	222	90	69.2	30	50	80	61.5	10	10	20	15.4	20	15.4	10	7.7
SURGICAL/HOSPITAL SUPPLIES	336	980	297	130	226	90	69.2	30	30	60	46.2	10	30	40	30.8	20	15.4	10	7.7
OTHER ORDERED PRODUCT SALES	569	31,370	41	3,140	18	2,170	69.1	1,090	930	2,020	64.3	50	150	200	6.4	500	15.9	420	13.4
DIRECT MARKETING (OTHER THAN CATALOGUES)	555	62,260	14	7,170	4	4,950	69.0	3,040	1,670	4,710	65.7	400	240	640	8.9	1,330	18.5	490	6.8
REAL ESTATE SALES COMPANIES AND AGENTS	145	25,560	54	1,510	53	1,040	68.9	350	430	780	51.7	180	260	440	29.1	220	14.6	70	4.6
FOOD STORES - INDEPENDENT	210	1,610	270	160	207	110	68.8	40	50	90	56.3	20	20	40	25.0	20	12.5	10	6.3
HEATING SERVICE CONTRACTORS	418	22,860	64	960	76	660	68.8	230	250	480	50.0	80	180	260	27.1	180	18.8	40	4.2
VETERINARIANS/VETERINARY HOSPITALS	340	2,870	220	190	192	130	68.4	20	60	80	42.1	30	50	80	42.1	20	10.5	10	5.3
- PROPERTY DAMAGE/HOME OWNER/RENTER	134	4,800	171	190	191	130	68.4	30	70	100	52.6	40	30	70	36.8	20	10.5		
FAST FOOD RESTAURANTS(EXCLUDING FRANCHISE OFFERS)	218	2,230	247	190	189	130	68.4	50	60	110	57.9	10	20	30	15.8	40	21.1	10	5.3
REFUSE/TRASH REMOVAL SERVICES	682	2,260	246	220	176	150	68.2	50	70	120	54.5	10	30	40	18.2	50	22.7	10	4.5
MOTORCYCLE SALES AND SERVICE COMPANIES	040	2,440	238	220	177	150	68.2	40	60	100	45.5	30	50	80	36.4	30	13.6	10	4.5
PROPERTY MANAGEMENT COMPANIES	154	4,680	177	690	91	470	68.1	100	220	320	46.4	90	150	240	34.8	100	14.5	30	4.3
OTHER FOOD COMPANIES	229	4,690	175	280	160	190	67.9	110	50	160	57.1	20	30	50	17.9	50	17.9	20	7.1
OTHER FINANCIAL/INVESTMENT COMPANIES & SERVICES	139	71,460	10	1,610	50	1,090	67.7	350	530	880	54.7	110	210	320	19.9	260	16.1	150	9.3
WINDOWS/DOORS INSTALLATION AND SERVICE	447	40,780	28	1,980	39	1,340	67.7	510	550	1,060	53.5	130	280	410	20.7	370	18.7	140	7.1
SPA/JACUZZI SALES AND SERVICE	444	5,310	162	340	153	230	67.6	80	90	170	50.0	30	60	90	26.5	60	17.6	20	5.9
HOUSE APARTMENT RENTAL BY INDIVIDUAL	152	5,890	153	610	104	410	67.2	90	200	290	47.5	90	120	210	34.4	90	14.8	20	3.3
WATER CONDITIONING COMPANIES	452	32,190	38	1,400	60	940	67.1	250	530	780	55.7	130	160	290	20.7	200	14.3	130	9.3
CREDIT CARD COMPANIES	115	88,340	11	2,220	31	1,490	67.1	500	830	1,330	59.9	160	160	320	14.4	400	18.0	170	7.7
AUTO/TRUCK RENTAL/LEASING COMPANIES	017	8,760	126	1,660	49	1,110	66.9	370	430	800	48.2	140	310	450	27.1	310	18.7	100	6.0
FLORISTS	537	2,960	217	600	105	400	66.7	120	160	280	46.7	50	120	170	28.3	130	21.7	20	3.3
ARCHITECTS/CONSULTING ENGINEERS	601	1,440	280	30	303	20	66.7	10	10	20	66.7					10	33.3		
CAMERA SHOPS	506	1,950	257	240	170	160	66.7	50	80	130	54.2	30	30	60	25.0	40	16.7	10	4.2
TRAVEL AGENCIES/CLUBS/DISCOUNT TRAVEL SERVICES	675	52,190	19	2,580	24	1,720	66.7	460	850	1,310	50.8	200	410	610	23.6	480	18.6	180	7.0
SECURITIES BROKERS AND DEALERS	155	9,670	115	150	212	100	66.7	20	50	70	46.7	20	30	50	33.3	20	13.3	10	6.7
PSYCHOLOGISTS, PSYCHIATRISTS/COUNSELING CENTERS	335	1,070	287	60	278	40	66.7	10	20	30	50.0	10	10	20	33.3	10	16.7		
UNCLAIMED FUNDS RETRIEVAL SERVICES	170	27,700	47	60	275	40	66.7	10	30	40	66.7					20	33.3		
TUXEDO/GOWN SALES AND RENTALS	583	920	300	90	248	60	66.7	10	30	40	44.4	10	20	30	33.3	20	22.2		
AUTO DEALERS - USED ONLY	003	40,950	27	2,940	19	1,960	66.7	380	920	1,300	44.2	300	660	960	32.7	550	18.7	130	4.4
DRIVING SCHOOLS	312	2,200	249	30	304	20	66.7	10	10	20	66.7					10	33.3		
EXECUTIVE COUNSELING FIRMS	626	2,450	236	30	300	20	66.7		10	10	33.3	10	10	20	66.7				

Table X, continued

Type of Business	Code	Report Requests Number	Rank	Complaints Number	Rank	Settled Number	%	Satisfied Positive	Satisfied Assumed	Total Satisfied Number	%	Dissatisfied AIR#	Dissatisfied Number	Total Dissatisfied %	No Response Number	%	Unpursuable Number	%
COOKWARE/CUTLERY	517	8,340	129	60	279	40	66.7	10	20	30	50.0		10	10	16.7	20	33.3	
PET AND PET SUPPLY SHOPS	561	3,870	195	600	106	400	66.7	110	180	290	48.3	60	110	170	28.3	120	20.0	20	3.3
DRUG/ALCOHOL REHABILITATION CENTERS	303	1,630	269	30	310	20	66.7	10	10	20	66.7					10	33.3		
COFFEE/FOOD SERVICE	810	560	313	30	302	20	66.7	10	10	20	66.7					10	33.3		
DOCTORS (M.D.'S)	305	8,310	130	570	114	380	66.7	100	170	270	47.4	90	110	200	35.1	70	12.3	30	5.3
COMPUTERIZED LISTING SERVICES (EXCLUDING	532	3,550	201	30	299	20	66.7	10	10	20	66.7					10	33.3		
BOAT MANUFACTURERS	071	450	322	30	305	20	66.7		10	10	33.3		10	10	33.3	10	33.3		
FRAMING/ART SUPPLY SHOPS	538	490	320	60	273	40	66.7	20	10	30	50.0		10	10	16.7	10	16.7	10	16.7
COSMETICS	514	2,510	235	30	309	20	66.7	10	10	20	66.7	10		10	33.3				
IMPORTERS/EXPORTERS	638	700	306	30	307	20	66.7	10	10	20	66.7					10	33.3		
TIMESHARE CAMPGROUND/RESORT PROMOTIONS	905	18,670	71	480	125	320	66.7	130	130	260	54.2	50	60	110	22.9	90	18.8	20	4.2
EMPLOYMENT SERVICES/TEMP. AGENCIES	625	53,650	18	1,190	67	790	66.4	190	400	590	49.6	150	200	350	29.4	170	14.3	80	6.7
OFFICE EQUIPMENT AND SUPPLIES	562	13,200	89	2,320	30	1,540	66.4	400	970	1,370	59.1	200	170	370	15.9	410	17.7	170	7.3
DATING AND SOCIAL INTRODUCTION SERVICES	311	12,340	96	650	93	430	66.2	120	210	330	50.8	70	100	170	26.2	100	15.4	50	7.7
BRIDAL SALONS	504	3,940	192	410	134	270	65.9	50	100	150	36.6	50	120	170	41.5	80	19.5	10	2.4
SWIMMING POOL CONSTRUCTION/SERVICE/SUPPLIES	450	35,090	34	1,550	52	1,020	65.8	250	440	690	44.5	170	330	500	32.3	240	15.5	120	7.7
OTHER AUTO SERVICES	059	23,810	61	1,430	58	940	65.7	270	390	660	46.2	90	280	370	25.9	300	21.0	100	7.0
RESTAURANTS (EXCLUDING FAST FOOD REST.)	217	6,250	149	990	74	650	65.7	150	350	500	50.5	60	150	210	21.2	210	21.2	70	7.1
TAX PREPARATION SERVICES	668	5,820	154	290	159	190	65.5	60	90	150	51.7	20	40	60	20.7	80	27.6		
BARBER/BEAUTY SHOPS	307	4,020	190	580	111	380	65.5	90	140	230	39.7	70	150	220	37.9	110	19.0	20	3.4
GLASS AND MIRROR COMPANIES	461	3,200	209	230	174	150	65.2	50	50	100	43.5	20	50	70	30.4	50	21.7	10	4.3
PHOTO STUDIOS (EXCEPT DIRECT)	568	10,310	110	1,490	55	970	65.1	260	530	790	53.0	70	180	250	16.8	380	25.5	70	4.7
HOTELS/MOTELS/RESORTS	837	8,180	133	2,090	35	1,360	65.1	410	580	990	47.4	260	370	630	30.1	380	18.2	90	4.3
ENTERTAINMENT SERVICES (E.G., DJ'S)	621	2,630	230	200	183	130	65.0	50	50	100	50.0	10	30	40	20.0	50	25.0	10	5.0
CAR WASH COMPANIES	006	1,950	256	400	135	260	65.0	70	100	170	42.5	40	90	130	32.5	80	20.0	20	5.0
DELIVERY/MESSENGER SERVICES	624	1,420	281	200	185	130	65.0	30	70	100	50.0	10	30	40	20.0	50	25.0	10	5.0
REPAIR SHOPS - MECH. (EXCEPT TRANS.)	310	62,550	13	8,050	3	5,230	65.0	1,300	2,170	3,470	43.1	850	1,760	2,610	32.4	1,590	19.8	380	4.7
FLOOR COVERING (INCLUDING CARPETING) STORES	535	39,510	30	3,680	13	2,390	64.9	640	1,000	1,640	44.6	390	750	1,140	31.0	740	20.1	160	4.3
OTHER HEALTH AND MEDICAL SERVICES	399	14,470	83	770	84	500	64.9	180	200	380	49.4	60	120	180	23.4	160	20.8	50	6.5
AUTO PARTS/SUPPLIES	022	11,580	101	1,340	62	870	64.9	240	400	640	47.8	130	230	360	26.9	290	21.6	50	3.7
TV/STEREO/RADIO/VCR SERVICING ESTABLISHMENTS	655	12,840	94	2,040	37	1,320	64.7	350	590	940	46.1	210	380	590	28.9	440	21.6	70	3.4
MOVING/STORAGE COMPANIES	650	36,290	33	2,350	28	1,520	64.7	380	650	1,030	43.8	290	490	780	33.2	430	18.3	110	4.7
DRY CLEANING/LAUNDRY COMPANIES	620	17,280	77	6,010	7	3,880	64.6	1,540	1,380	2,920	48.6	740	960	1,700	28.3	1,200	20.0	190	3.2
RENT-TO-OWN COMPANIES	678	2,670	225	140	216	90	64.3	30	40	70	50.0	10	20	30	21.4	40	28.6		
CHILD CARE CENTERS/SERVICES	308	9,450	119	140	217	90	64.3	20	30	50	35.7	10	40	50	35.7	30	21.4	10	7.1
BOAT DEALERS/MARINE SUPPLIES	070	3,710	198	390	140	250	64.1	60	120	180	46.2	30	70	100	25.6	90	23.1	20	5.1
SPORTING GOODS/BICYCLE STORES	577	3,140	211	580	112	370	63.8	110	170	280	48.3	60	90	150	25.9	130	22.4	20	3.4
GASOLINE SERVICE STATIONS	005	9,240	120	1,680	48	1,070	63.7	270	430	700	41.7	170	370	540	32.1	390	23.2	50	3.0
PLUMBING CONTRACTORS	438	27,350	49	1,980	40	1,260	63.6	350	490	840	42.4	190	420	610	30.8	420	21.2	110	5.6
AIR CONDITIONING SERVICES/EQUIPMENT	415	55,940	16	2,210	33	1,400	63.3	480	460	940	42.5	220	460	680	30.8	330	14.9	260	11.8
PET SERVICES (GROOMING, TRAINING, BOARDING)	653	2,510	234	190	194	120	63.2	40	50	90	47.4	20	30	50	26.3	40	21.1	10	5.3
INVESTMENT AND BUSINESS BROKERS/DEALERS	165	8,940	124	190	187	120	63.2	50	60	110	57.9	10	10	20	10.5	50	26.3	10	5.3
OTHER VEHICLE SALES/MANUFACTURING COMPANIES	009	3,800	196	190	193	120	63.2	60	40	100	52.6	20	20	40	21.1	30	15.8	20	10.5
HOME BUILDERS - NEW CONSTRUCTION	420	55,190	17	2,320	29	1,460	62.9	340	730	1,070	46.1	270	390	660	28.4	420	18.1	170	7.3
HEALTH CLUBS/TENNIS AND RACQUETBALL	320	19,210	69	2,670	22	1,680	62.9	460	930	1,390	52.1	150	290	440	16.5	350	13.1	490	18.4
SIDING CONTRACTORS	445	30,030	42	890	78	560	62.9	180	260	440	49.4	60	120	180	20.2	210	23.6	60	6.7
- AUTO INSURANCE	133	17,450	76	1,370	61	860	62.8	200	520	720	52.6	150	140	290	21.2	240	17.5	120	8.8
OTHER RETAIL STORES	599	47,690	21	4,490	9	2,810	62.6	810	1,280	2,090	46.5	380	720	1,100	24.5	1,020	22.7	280	6.2
AUCTIONS/AUCTIONEERS	607	1,050	289	80	249	50	62.5	10	20	30	37.5		20	20	25.0	20	25.0	10	12.5
PRINTING/COPYING/TYPESETTING COMPANIES	567	4,060	189	400	137	250	62.5	80	100	180	45.0	30	70	100	25.0	100	25.0	20	5.0
BULK MEAT COMPANIES	200	4,450	183	80	252	50	62.5	20	20	40	50.0		10	10	12.5	20	25.0	10	12.5
TANNING SALONS	327	1,650	268	160	206	100	62.5	20	50	70	43.8	10	30	40	25.0	30	18.8	20	12.5

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CHECK CASHING/GUARANTEE SERVICES	161	3,240	207	80	255	50	62.5	10	30	40	50.0	10	10	20	25.0	10	12.5	10	12.5
FREEZER FOOD PLANS	215	7,900	134	80	254	50	62.5	10	20	30	37.5		20	20	25.0	20	25.0	10	12.5
MOBILE HOME PARKS	429	1,800	262	80	257	50	62.5	20	20	40	50.0	10	10	20	25.0	10	12.5	10	12.5
VACUUM CLEANER SALES AND SERVICE	586	10,570	108	500	122	310	62.0	80	140	220	44.0	40	90	130	26.0	130	26.0	20	4.0
CLEANING SUPPLIES	513	2,820	222	210	182	130	61.9	90	30	120	57.1		10	10	4.8	70	33.3	10	4.8
HAIR PRODUCT - IMPROVEMENT COMPANIES	315	5,060	165	210	179	130	61.9	50	50	100	47.6	30	30	60	28.6	40	19.0	10	4.8
APPLIANCE REPAIR	610	19,180	70	2,710	21	1,670	61.6	420	760	1,180	43.5	270	490	760	28.0	610	22.5	160	5.9
"MARKETING RESEARCH" COMPANIES	902	7,870	135	130	224	80	61.5	40	30	70	53.8	10	10	20	15.4	20	15.4	20	15.4
CREDIT COUNSELING SERVICES	117	10,890	105	130	227	80	61.5	30	40	70	53.8	20	10	30	23.1	20	15.4	10	7.7
AUTO BROKERS/LISTING SERVICES	030	5,940	151	180	188	110	61.1	60	30	90	50.0	10	20	30	16.7	50	27.8	10	5.6
KITCHEN/BATHROOM REMODELING COMPANIES	426	9,610	116	510	120	310	60.8	100	130	230	45.1	50	80	130	25.5	130	25.5	20	3.9
OTHER REPAIR FACILITIES	029	5,940	152	550	115	330	60.0	110	150	260	47.3	30	70	100	18.2	130	23.6	60	10.9
BOOKKEEPING/PUBLIC ACCOUNTANTS/ACCOUNTING SERVICES	658	2,970	216	100	243	60	60.0	10	20	30	30.0	20	30	50	50.0	20	20.0		
BEAUTY PAGEANTS	608	5,320	161	100	241	60	60.0	30	10	40	40.0	10	20	30	30.0	20	20.0	10	10.0
HOUSE & APT. RENTALS-CO., LISTING &	153	8,240	131	800	83	480	60.0	130	220	350	43.8	120	130	250	31.3	130	16.3	70	8.8
TOY STORES	582	680	308	100	235	60	60.0	20	20	40	40.0	10	20	30	30.0	30	30.0		
HOBBY/CRAFT SHOPS	543	1,250	284	150	208	90	60.0	20	50	70	46.7	10	20	30	20.0	40	26.7	10	6.7
BOAT RENTAL, CHARTER	073	1,800	263	50	282	30	60.0	10	10	20	40.0	10	10	20	40.0	10	20.0		
TAILORING/ALTERATIONS	564	480	321	100	237	60	60.0	10	30	40	40.0	10	20	30	30.0	30	30.0		
FINANCIAL ADVISORY SVCS/BUSINESS CONSULTANTS	162	17,810	75	250	166	150	60.0	50	70	120	48.0	10	30	40	16.0	70	28.0	20	8.0
MODELING SCHOOLS	323	27,320	50	150	211	90	60.0	10	40	50	33.3	10	40	50	33.3	30	20.0	20	13.3
MARINAS	074	760	303	50	283	30	60.0	10	10	20	40.0	10	10	20	40.0	10	20.0		
OTHER REAL ESTATE	159	7,190	141	150	210	90	60.0	20	50	70	46.7	10	20	30	20.0	30	20.0	20	13.3
ART GALLERIES	502	1,450	279	100	236	60	60.0	10	40	50	50.0	10	10	20	20.0	20	20.0	10	10.0
ELECTRICAL CONTRACTORS	413	13,420	87	620	99	370	59.7	100	160	260	41.9	60	110	170	27.4	150	24.2	40	6.5
MASONRY/CEMENT/SURFACE REFINISHING	407	9,840	114	590	109	350	59.3	170	110	280	47.5	40	70	110	18.6	160	27.1	40	6.8
FENCE SALES/INSTALLATION SERVICES	414	11,410	103	590	108	350	59.3	100	170	270	45.8	60	80	140	23.7	140	23.7	40	6.8
WRECKING/SALVAGE SERVICES	025	2,390	239	220	178	130	59.1	20	60	80	36.4	20	50	70	31.8	60	27.3	10	4.5
ANTIQUE SHOPS	501	1,810	261	170	200	100	58.8	40	30	70	41.2	30	30	60	35.3	30	17.6	10	5.9
REPAIR SHOPS - RADIATOR	021	3,620	189	170	203	100	58.8	30	40	70	41.2	30	30	60	35.3	40	23.5		
BOAT REPAIR AND SERVICES	072	1,550	276	170	202	100	58.8	20	40	60	35.3	20	40	60	35.3	30	17.6	20	11.8
TOWING SHOPS	024	3,100	212	460	129	270	58.7	70	110	180	39.1	60	90	150	32.6	110	23.9	20	4.3
WEIGHT REDUCTION/DIET CLINICS	328	12,010	99	1,060	72	620	58.5	340	220	560	52.8	80	60	140	13.2	150	14.2	210	19.8
AWNINGS/TENTS/CANVAS	402	1,820	259	120	230	70	58.3	30	20	50	41.7	10	20	30	25.0	40	33.3		
REPAIR SHOPS - BODY/PAINT	012	29,110	45	2,110	34	1,230	58.3	330	570	900	42.7	320	330	650	30.8	450	21.3	110	5.2
CREDIT CARD PROTECTION SERVICES	116	40,970	26	620	97	360	58.1	130	190	320	51.6	50	40	90	14.5	100	16.1	110	17.7
TELEPHONE EQUIPMENT	578	5,480	158	420	133	240	57.1	70	120	190	45.2	30	50	80	19.0	110	26.2	40	9.5
BAKERIES	201	530	315	70	269	40	57.1	10	20	30	42.9		10	10	14.3	20	28.6	10	14.3
AUTO AIR CONDITIONING	019	4,480	180	140	214	80	57.1	20	30	50	35.7	20	30	50	35.7	30	21.4	10	7.1
RECORDING/MUSIC BUSINESS	681	3,360	203	70	259	40	57.1	10	20	30	42.9	10	10	20	28.6	10	14.3	10	14.3
LOAN BROKERS/ADVANCE FEE BROKERS	166	62,920	12	840	80	480	57.1	80	340	420	50.0	130	60	190	22.6	170	20.2	60	7.1
ADVERTISING SPECIALTY COMPANIES	901	44,730	22	580	110	330	56.9	160	140	300	51.7	20	30	50	8.6	180	31.0	50	8.6
LIMOUSINE/TAXI/BUS SERVICES	629	3,900	194	440	131	250	56.8	70	120	190	43.2	40	60	100	22.7	120	27.3	30	6.8
OTHER BUSINESS TO BUSINESS SERVICES	699	4,730	173	300	157	170	56.7	60	90	150	50.0	20	20	40	13.3	90	30.0	20	6.7
DIRECTORIES (E.G., YELLOW PAGES)	633	5,060	166	460	127	260	56.5	100	130	230	50.0	30	30	60	13.0	140	30.4	30	6.5
HOME REMODELING CONTRACTORS (GENERAL)	425	135,990	3	6,120	6	3,440	56.2	1,010	1,530	2,540	41.5	560	900	1,460	23.9	1,680	27.5	440	7.2
SATELLITE/ANTENNA SALES AND SERVICE	564	3,070	213	250	167	140	56.0	50	50	100	40.0	20	40	60	24.0	70	28.0	20	8.0
ROOFING AND GUTTERING SERVICE/SHEET METAL	440	106,140	5	3,640	14	2,030	55.8	780	740	1,520	41.8	350	510	860	23.6	950	26.1	310	8.5
OTHER PROFESSIONAL SERVICES	669	5,350	160	180	196	100	55.6	40	40	80	44.4	20	20	40	22.2	50	27.8	10	5.6
MODELING/TALENT AGENCIES	642	28,420	46	180	195	100	55.6	30	40	70	38.9	10	30	40	22.2	50	27.8	20	11.1
SHOE REPAIR SERVICE	657	720	305	90	245	50	55.6	10	20	30	33.3	10	20	30	33.3	30	33.3		
LANDSCAPING/LAWN CARE/TREE CUTTING	470	27,490	48	2,220	32	1,230	55.4	440	510	950	42.8	250	280	530	23.9	620	27.9	120	5.4

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VIDEO TAPE RENTAL/SALES	587	2,620	232	380	142	210	55.3	60	90	150	39.5	30	60	90	23.7	120	31.6	20	5.3
MOBILE HOME SERVICES	431	3,410	202	200	186	110	55.0	30	50	80	40.0	20	30	50	25.0	60	30.0	10	5.0
SEPTIC TANK SERVICES/INSTALLATION	439	4,540	179	200	184	110	55.0	30	40	70	35.0	20	40	60	30.0	60	30.0	10	5.0
OTHER SERVICES	699	183,050	1	8,680	2	4,730	54.5	1,460	2,210	3,670	42.3	640	1,060	1,700	19.6	2,390	27.5	920	10.6
CLEANING/JANITORIAL SERVICES	639	7,670	139	350	148	190	54.3	40	80	120	34.3	60	70	130	37.1	90	25.7	10	2.9
MULTI-LEVEL SELLING COMPANIES	140	27,200	51	370	143	200	54.1	80	100	180	48.6	30	20	50	13.5	60	16.2	80	21.6
CARPET/UPHOLSTERY CLEANING	613	42,780	23	1,780	44	960	53.9	310	390	700	39.3	240	260	500	28.1	460	25.8	120	6.7
CATERING SERVICES	211	1,710	266	130	219	70	53.8	20	20	40	30.8	10	30	40	30.8	40	30.8	10	7.7
SOLAR HEATING AND COOLING	442	2,660	226	130	220	70	53.8	20	30	50	38.5	20	20	40	30.8	30	23.1	10	7.7
VACATION CERTIFICATE/VOUCHER COMPANIES	908	74,900	9	1,230	65	660	53.7	220	280	500	40.7	110	160	270	22.0	250	20.3	210	17.1
COMPUTER SALES/SERVICE	512	24,240	57	1,760	45	940	53.4	280	470	750	42.6	130	190	320	18.2	540	30.7	150	8.5
PORCELAIN/FIBERGLASS REFINISHING COMPANIES	462	2,750	223	150	209	80	53.3	40	20	60	40.0	10	20	30	20.0	20	13.3	40	26.7
OTHER HOME CONSTRUCTION/REMODELING	499	93,880	6	3,980	11	2,100	52.8	390	1,040	1,430	35.9	510	670	1,180	29.6	1,070	26.9	300	7.5
LAND DEVELOPMENT COMPANIES/REAL ESTATE	135	12,180	97	400	136	210	52.5	100	80	180	45.0	50	30	80	20.0	40	10.0	100	25.0
OTHER PROMOTIONS - PRIZE OFFERS	909	33,110	37	610	101	320	52.5	140	170	310	50.8	50	10	60	9.8	130	21.3	110	18.0
ATTORNEYS/LEGAL SERVICES	640	10,750	106	270	163	140	51.9	40	70	110	40.7	30	30	60	22.2	70	25.9	30	11.1
JOB LISTING/ADVISORY SERVICES	628	20,330	65	390	139	200	51.3	70	80	150	38.5	40	50	90	23.1	100	25.6	50	12.8
PAINTING/WALLPAPERING CONTRACTORS	432	18,360	73	1,210	55	610	50.4	130	300	430	35.5	100	180	280	23.1	390	32.2	110	9.1
FREIGHT FORWARDERS	634	910	301	140	218	70	50.0	20	30	50	35.7	10	20	30	21.4	50	35.7	10	7.1
REAL ESTATE APPRAISAL SERVICES	156	2,280	245	80	256	40	50.0	10	10	20	25.0	10	20	30	37.5	20	25.0	10	12.5
BULK FOOD STORES	202	640	309	20	314	10	50.0	10		10	50.0							10	50.0
VANITY PUBLISHERS - BOOKS AND MUSIC	692	3,150	210	180	197	90	50.0	40	30	70	38.9		20	20	11.1	20	11.1	70	38.9
MISCELLANEOUS AIRCRAFT SERVICES	089	620	311	20	315	10	50.0	10		10	50.0					10	50.0		
VIDEO SERVICES (E.G. TAPING WEDDINGS, ETC.)	596	2,080	252	160	205	80	50.0	40	30	70	43.8	10	10	20	12.5	50	31.3	20	12.5
FOR-PROFIT FUND-RAISING COMPANIES	518	8,470	128	60	277	30	50.0	10	10	20	33.3		10	10	16.7	30	50.0		
AMUSEMENT PARKS	606	530	314	80	253	40	50.0	10	20	30	37.5	10	10	20	25.0	20	25.0	10	12.5
RADON TESTING/SERVICING	480	2,300	244	60	281	30	50.0	10	10	20	33.3		10	10	16.7	30	50.0		
ITINERANT (DOOR-TO-DOOR) WORKMEN	489	2,680	224	60	276	30	50.0	10	10	20	33.3		10	10	16.7	20	33.3	10	16.7
OTHER PERSONAL SERVICES	319	17,950	74	1,080	71	540	50.0	200	250	480	44.4	90	60	150	13.9	360	33.3	90	8.3
RUSTPROOFING SHOPS	027	2,040	254	100	242	50	50.0	10	20	30	30.0	10	20	30	30.0	40	40.0		
ANSWERING SERVICES/MAIL DROPS	801	1,020	291	80	250	40	50.0	10	20	30	37.5		10	10	12.5	40	50.0		
ADVERTISING FOR CHARITY PUBLICATIONS	600	11,460	102	280	161	140	50.0	50	60	120	42.9	20	20	40	14.3	80	28.6	40	14.3
HYPNOSIS PRACTITIONERS	322	2,020	255	20	312	10	50.0		10	10	50.0					10	50.0		
"PAPER PIRATES"/OFFICE SUPPLIES	903	4,050	188	20	313	10	50.0		10	10	50.0					10	50.0		
GUARD/SECURITY SERVICES	815	2,210	248	40	293	20	50.0	10	10	20	50.0					20	50.0		
OTHER MARINE SALES/SERVICES	079	1,280	283	40	298	20	50.0	10		10	25.0		10	10	25.0	20	50.0		
FURRIERS	539	360	325	60	272	30	50.0	10	10	20	33.3	10	10	20	33.3	10	16.7	10	16.7
HEARING AID COMPANIES	325	16,030	78	1,560	51	750	48.1	260	380	640	41.0	170	110	280	17.9	390	25.0	250	16.0
CARPENTERS	406	4,980	168	190	190	90	47.4	30	50	80	42.1	30	10	40	21.1	50	26.3	20	10.5
WORK-AT-HOME COMPANIES	148	140,720	2	1,060	73	500	47.2	180	270	450	42.5	60	50	110	10.4	340	32.1	160	15.1
ADVERTISING/MARKETING AGENCIES	602	8,230	132	650	94	300	46.2	80	140	220	33.8	50	80	130	20.0	240	36.9	60	9.2
HANDYMAN, GENERAL	488	6,840	144	370	144	170	45.9	40	90	130	35.1	30	40	70	18.9	130	35.1	40	10.8
UPHOLSTERY COMPANIES	685	13,090	91	820	81	370	45.1	90	190	280	34.1	40	90	130	15.9	310	37.8	100	12.2
SWEEPSTAKES, CONTESTS, AND GAMES (NOT	904	80,040	8	380	141	170	44.7	80	80	160	42.1	60	10	70	18.4	110	28.9	40	10.5
DRYWALL/PLASTERING COMPANIES	409	2,900	219	90	244	40	44.4	20	10	30	33.3	10	10	20	22.2	40	44.4		
PORCH AND PATIO/DECK SALES AND SERVICES	471	3,340	204	90	247	40	44.4	10	20	30	33.3	10	10	20	22.2	30	33.3	10	11.1
AUTO DRIVEAWAY/TRANSPORT COMPANIES	035	4,680	176	230	175	100	43.5	10	60	70	30.4	30	30	60	26.1	80	34.8	20	8.7
PRIVATE INVESTIGATION SERVICES	677	2,330	242	70	260	30	42.9	10	10	20	28.6	10	10	20	28.6	20	28.6	10	14.3
PAVING CONTRACTORS	435	24,870	55	1,190	69	500	42.0	130	240	370	31.1	100	130	230	19.3	450	37.8	140	11.8
RESUME SERVICES	684	1,130	286	50	287	20	40.0		10	10	20.0	10	10	20	40.0	20	40.0		
TAXIDERMY	663	350	326	50	290	20	40.0	10	10	20	40.0	10		10	20.0	20	40.0		
COUPON BOOK PROMOTIONS	622	9,950	113	300	158	120	40.0	50	60	110	36.7	20	10	30	10.0	130	43.3	30	10.0

Type of Business	Code	Report Requests Number	Rank	Complaints Number	Rank	Settled Number	%	Satisfied Positive	Satisfied Assumed	Total Satisfied Number	%	Dissatisfied ---	AJR*	Total Dissatisfied Number	%	No Response Number	%	Unpursuable Number	%
HEALTH FOOD /NUTRITIONAL SUPPLEMENT STORES	222	1,600	271	50	288	20	40.0	10	10	20	40.0	10		10	20.0	20	40.0		
WELDING SERVICES	454	1,020	292	80	251	30	37.5	10	10	20	25.0	10	10	20	25.0	30	37.5	10	12.5
BUSINESS OPPORTUNITY COMPANIES	105	37,480	32	620	98	230	37.1	80	100	180	29.0	70	50	120	19.4	150	24.2	170	27.4
COMMODITIES BROKERS AND DEALERS	107	4,210	186	60	274	20	33.3		10	10	16.7	10	10	20	33.3	20	33.3	10	16.7
TIMESHARE CAMPGROUND/RESORT COMPANIES	157	29,510	43	1,500	54	490	32.7	120	260	380	25.3	590	110	700	46.7	180	12.0	240	16.0
CHIMNEY SERVICES	408	8,870	125	350	150	90	25.7	40	30	70	20.0	20	20	40	11.4	60	17.1	180	51.4
SOUND SYSTEMS - AUTO	016	2,520	233	670	92	110	16.4	30	50	80	11.9	10	30	40	6.0	540	80.6	10	1.5
ELECTROLYSIS SERVICES	321	690	307	0															
MARINE CONSTRUCTION/PILINGS, DOCKS, ETC	075	970	298	10	322	0	0.0									10	100.0		
SECRETARIAL SERVICES	686	1,020	293	0															
AIRCRAFT REPAIR AND SERVICE	081	80	332	0															
SMOKING CESSATION CLINICS	326	2,300	243	20	316	0	0.0					10		10	50.0	10	50.0		
PONZI SCHEMES/CHAIN LETTERS	142	3,050	214	0															
BUSINESS CONSTRUCTION/OFFICE REMODELING	805	310	328	10	319	0	0.0									10	100.0		
PYRAMID COMPANIES	147	4,840	170	0															
ELEVATORS AND LIFTS	417	500	318	0	328	0	0.0												
LOTTERIES (STATE, LOCAL, FOREIGN)	143	4,460	182	250	168	0	0.0											250	100.0
AIR CHARTER SERVICES	604	400	324	0															
SNOW REMOVAL SERVICES	679	330	327	20	311	0	0.0									20	100.0		
OIL AND GAS LEASES AND LOTTERIES	144	1,040	290	0															
MARINE ELECTRONIC EQUIPMENT/SUPPLIES	077	230	329	0															
ADOPTION SERVICES	503	490	319	0															
NOT ELSEWHERE CLASSIFIED	999	601,940		10,510		6,180		1,170	3,790	4,960		870	1,220	2,090		2,160		1,300	

DEFINITIONS FOR CLOSED COMPLAINT CATEGORIES AND METHODOLOGY FOR "SETTLEMENT INDEX"

The following definitions explain the CBBB Annual Statistical Report by Type of Business (Table IV), which includes the numbers and rankings of inquiries and complaints and the complaint settlement indices for 327 types of business.

PRESENTED COMPLAINTS Complaints which a Bureau brings to the attention of a business (either orally or in writing) for the purpose of eliciting its response are, when concluded, categorized under this general heading.

Presented complaints are categorized by the Type of Business involved, under the major categories of RESPONSE, NO RESPONSE and UNPURSUABLE.

RESPONSE - The business replies to the presentation of the complaint either by contacting the Bureau, Bureau and customer, or customer only. Complaints which receive a business response are further categorized according to the customer's satisfaction with that response.

SATISFIED (POSITIVE) is based on complainant's direct statement of satisfaction. The complainant must return the BBB verification form marked "Basically Satisfied" or call the Bureau with equivalent information.

SATISFIED (ASSUMED) is based on complainant's failure to return the BBB verification form or otherwise notify the Bureau of the complaint's status within a designated number of days from its receipt. (Satisfaction is only assumed when the company responds to the Bureau. Satisfaction cannot be assumed if both the company and the customer fail to answer.)

DISSATISFIED is based on complainant's direct statement of dissatisfaction. The complainant must return the BBB verification form marked "Basically Dissatisfied" or call the Bureau with equivalent information.

DISSATISFIED (AJR) is based on the BBB judgment that, while the customer has directly stated that he/she is "Basically Dissatisfied," the company did all that it reasonably had a responsibility to do in handling the complaint. The company response is, therefore, "Administratively Judged Responsible" (AJR). The AJR designation is only used when there is clear and compelling evidence that the customer has been unreasonable in his/her expectations or when the facts show the complaint to be without validity.

NO RESPONSE - No reply by the business to the Bureau or customer.

UNPURSUABLE - Cases which are presented, but result only in knowledge that the company is out of business, cannot be located or is bankrupt without consumer recourse available.

The "SETTLEMENT INDEX" is calculated by adding (Satisfied-Positive) + (Satisfied-Assumed) + (Dissatisfied, but Administratively Judged Responsible) and dividing by the total Presented Complaints.

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